

TONI PARKER, RCE

201 W. Carolinian Circle
Nags Head, North Carolina 27959
(252) 441-0151

I am a REALTOR® Association Executive, pursuing a lifelong career in REALTOR® Association Management. I am doing what I love best - working hand in hand with dedicated, professional volunteers to produce outstanding REALTOR® member services. I actively seek to 'give back' to the REALTOR® family by volunteering my time to help all REALTOR® Leadership in any capacity matching my skill sets.

"Every man owes a part of his time and money to the business or industry in which he is engaged. No man has a moral right to withhold his support from an organization that is striving to improve conditions within his sphere." – Teddy Roosevelt"

SUMMARY of PROFESSIONAL QUALIFICATIONS

- ❖ Currently working as Executive Officer of the Outer Banks Association of REALTORS®, which a membership base of over 1,000.
- ❖ 2 years experience as Executive Officer of the BHC/MV Association of REALTORS®, with a membership base over 700 (current position).
- ❖ 7 years experience as MLS Executive Director of the Southwest Multiple Listing Service, a separately incorporated MLS with a membership base over 4,000.
- ❖ REALTOR® Certified Executive (RCE) designee, a designation that exemplifies goal oriented association executives with drive, experience, and commitment to professional growth.
- ❖ E-Pro certified. This certification gives an overall understanding of general capabilities and current limitations of networked computer systems and programs as they relate to the real estate industry.
- ❖ Accomplished public speaker with experience addressing groups exceeding 600 attendees, often utilizing Microsoft Power Point for stunning visual presentation program aids.
- ❖ Accomplished instructor with extensive experience training on MLS systems, a variety of Microsoft Office programs, REALTOR® use of the internet/websites, and more.
- ❖ Focused, organized and direct. An articulate and persuasive communicator able to reach individuals and groups from all backgrounds, constituencies and organizational levels.
- ❖ Exceptionally skilled in management of multiple projects and administration of varying deadlines and requirements, utilizing tools such as Microsoft Project, MS Notes, and Outlook.
- ❖ Excellent written communication skills, utilizing medias including electronic and print newsletters, flyers, websites, blogging and bulletin boards, mailing campaigns and mass email for effective communication.
- ❖ Exceptionally high level of technical skill in a wide variety of areas including database management, website management, Windows setup, new purchase consulting, technical support, most office software suites (MS Office, Adobe Programs, QuickBooks, etc.) and some network administration.

EDUCATION and CERTIFICATIONS

TECHNICAL VOCATIONAL INSTITUTE – Associates of Arts degree, in Liberal Arts.

BAKER COLLEGE – scheduled to complete Bachelors of Business Administration in January 2008.

UNIVERSITY OF PHOENIX - SQL Server 7 Administration & Windows 2000 Server certifications.

UNIVERSITY OF CHICAGO - Strategies in Non-Profit Management Certificate (*currently enrolled*)

PROFESSIONAL STANDARDS ADMINISTRATOR – MARCH, 2005

ARIZONA REAL ESTATE SCHOOL ADMINISTRATOR – DECEMBER, 2004

CERTIFIED ZIPFORMS TRAINER – MARCH, 2006

RCE – REALTOR® CERTIFIED ASSOCIATION EXECUTIVE DESIGNATION - NOVEMBER, 2006.

E-PRO TECHNOLOGY CERTIFICATION – APRIL, 2002

REALTOR® ASSOCIATION MANAGEMENT COURSE – NOVEMBER, 2003

REALTOR® ADVANCED ASSOCIATION MANAGEMENT COURSE – FEBRUARY, 2005

MICROSOFT OFFICE USER SPECIALIST - MASTER LEVEL

Includes four expert level Microsoft certifications in Microsoft Word, Excel, Access, Power Point.

MICROSOFT CERTIFIED PROFESSIONAL

Microsoft professional certifications in Windows 2000 Server, and in SQL Server 7 Administration.

REALTOR® VOLUNTEER ACTIVITIES

NAR AE MAGAZINE EDITORIAL ADVISORY BOARD – 2006

NAR RCE MENTOR PROGRAM – VOLUNTEER TO ASSIST POTENTIAL RCE DESIGNEES WITH APPLICATION PROCESS, EXAM PREPARATION, AND ANSWER QUESTIONS ON THE PROCESS OF DESIGNATION, 2007

ARIZONA ASSOCIATION OF REALTORS® AE STATE DIRECTOR – 2005/2006

ARIZONA ASSOCIATION OF REALTORS® INSTRUCTOR STANDARDS WORKGROUP – ADDRESSED CONCERNS OF INADEQUATE PRE-LICENSING STANDARDS WITH REAL ESTATE COMMISSIONER, 2005/2006

ARIZONA ASSOCIATION OF REALTORS® REAL ESTATE WORK SPACES WORKGROUP – ADDRESSED POTENTIAL AND PROPOSED CREATION OF A STATE-WIDE PLATFORM TO INTEGRATE TRANSACTION MANAGEMENT, MLS SERVICES, FORMS, AND OTHER TECHNICAL REAL ESTATE TOOLS, 2005/2006

NEW MEXICO ASSOCIATION OF REALTORS® CONVENTION SPEAKER – PERFORMED PRESENTATIONS TO LEADERSHIP & STAFF AT ANNUAL CONVENTION ON IDX, AND METHODS/LEVELS OF OFFERING IDX IN 1999.

PERSONAL ACTIVITIES & INTERESTS

CITY COMMISSIONER (CHAIR) – Parks & Recreation Division of Bullhead City. Served one year as Vice Chair, then elected to Chairperson by unanimous vote of the commission. (2005/07 term)

DESTINATION IMAGINATION –Served as ‘Challenge Master’, recruiting, coordinating and training various volunteer judging teams for children’s competitions at state level. (1998-2004)

APCUG (Albuquerque Personal Computer Users Group) – Member from 1997-2003, Public Relations Officer in 1997-1998.

BIG BROTHERS/BIG SISTERS – Served as Big Sister to a preteen girl (2000-2002), and as a tutor in their Junior High School programs. (2000-2004)

NEW MEXICO ANIMAL HUMANE ASSOCIATION – Supervised multiple mobile adoption crews and represented the association at special events in a volunteer capacity. (2000-2003)

NEW MEXICO MOMS CONNECT – Creation, ownership and hosting of www.newmexicomoms.org, a fully featured bulletin board website system for New Mexico Moms to exchange information and set up local play groups within each population area. This zero maintenance, self-serving online community consists of over 270 members, and is actively growing by 3-4 members each week.

ARIZONA MOMS CONNECT – Creation, ownership and hosting of www.arizonamoms.org, a fully featured bulletin board website system for Arizona Moms to exchange information and set up local play groups within each population area. This zero maintenance, self-serving online community consists of over 170 members, and is actively growing by 1-2 new members each week.

KARING FOR KRAMATORSK – Creation, maintenance and hosting of www.karingforkramatorsk.org as a charitable function for the Karing for Kramatorsk Orphanage Fund (*organization dedicated to improving the lives of orphans left behind in Kramatorsk, Ukraine – not switched over yet, work on this site can be seen at www.kramatorsk.techabytes.com*).

PROJECT LINUS – Hosting of www.nmlinus.org free of charge, as a charitable function for the New Mexico chapter of Project Linus (*organization dedicated to making and distributing children’s blankets to seriously ill or traumatized children*).

RECENT PROFESSIONAL EXPERIENCE

BHC/MV ASSOCIATION OF REALTORS®

2004 – 2006

EXECUTIVE OFFICER

Served as Chief Executive Officer of Bullhead City/Mohave Valley Association of REALTORS®, with a membership base of over 700 Members encompassing 150+ businesses in Mohave County. Below are some noteworthy accomplishments within the highly varied responsibilities of this position:

- ✓ Plan, organize and direct membership promotion and retention programs, and evaluate results and recommend policies, procedures, and actions to achieve membership goals. *Created an extensive New Member Packet, including commonly used handouts, how-tos or tips on our forms program and MLS, an area map, continuing education schedules, information on obtaining internet connectivity, and other information aimed at reducing new member confusion.*
- ✓ Responsible for execution of all member communications, utilizing mass email techniques, flyers, website and more. *Provided an electronic weekly newsletter, containing 3-4 short articles and popular links for members. Implemented a fully interactive online calendar, showcasing member and, affiliate events, educational offerings from our school and from affiliate RE schools, as well as meeting dates, state and national conferences.*
- ✓ In conjunction with the Governmental Affairs Chair, represents the association in any and all local government matters affecting the real estate industry. *Worked with a key volunteer to create this association's first Government Affairs Committee. Recruited public officials and industry leaders to speak at member forums. Assisted Government Affairs Members in elections to key positions within the county, including a directorship on the local EDA, Chamber of Commerce involvement, and local city commissions. Arranged meetings between this committee and key representatives to address local issues in line with state legislative positions.*
- ✓ Plan and coordinate public relations programs to promote a positive REALTOR® public image. *Implemented a 'Christmas in July' program and a local college sponsorship program. Partnered with local charities, raising donations through various fundraising activities and ensuring extensive radio and newspaper coverage for all events to showcase REALTOR® involvement. Obtained free full page ads in two affiliated real estate magazines to spotlight REALTOR® activities, and promote benefits of REALTOR® use.*
- ✓ Ensure that all funds, physical assets, and other association property are appropriately safeguarded and administered. *Addressed serious concerns of security, adequate checks and balances, understandable financial reports and more. Working with the Finance Committee and Accounting Administrator, created a new master general ledger following standard accounting practices, overlaid onto existing structure to preserve history. Created and incorporated a new budget into QuickBooks, allowing for easy, complete monitoring of budgetary performance on a monthly, quarterly and annual basis by leadership. Networked QuickBooks system for use with Point of Sale and Transaction Entry. Implemented credit card transaction capabilities. Transferred association funds to a bank offering better services including zero checking fees, higher Money Market rates, and interest bearing checking accounts.*
- ✓ *Worked with two neighboring REALTOR® associations to form a new regional MLS corporation. This effort is the 3rd attempt within the past 10 years, with two past failures due primarily to politics between the associations. At a meeting of the initial regional MLS group (made up of leadership and AE's of all three associations), I raised a suggestion to utilize a consultant to assist this group in the initial effort, which was accepted. Was then appointed as their liaison to the consultant and MLS vendor. Served as primary organizer for the group, setting up all workgroup meetings and conference calls, and ensuring all parties remain updated. Acted as facilitator for the business planning workgroup, utilizing a set of 85-100 questions covering all aspects of running a MLS corporation. Developed a professional, comprehensive business plan for the group's use. This effort was successful; the corporation formed in late 2006 as the Western Arizona REALTOR® Data Exchange and serves over 1600 users. Within two years, this corporation will be joined by two more associations in Mohave County as their existing MLS contracts expire. I continued to serve this corporation as the Chair of an ongoing Business Operations Committee for the first year of this corporation's existence.*

RECENT PROFESSIONAL EXPERIENCE – CONTINUED

ALBUQUERQUE METRO BOARD OF REALTORS®

1998 – 2004

MLS EXECUTIVE DIRECTOR

Responsible for management of Southwest Multiple Listing Service, Inc., a wholly owned and separately incorporated subsidiary of the Albuquerque Metropolitan Board of REALTORS® with a membership base of over 4000. Utilized a fully Internet based MLS system with an optional MLS download software package. This was set up as a completely in-house system in a local secured facility, with Southwest MLS providing all technical support and training, network administration, and extensive database management in coordination with the vendor, Offutt Systems Inc. Prior MLS Vendors utilized during employment included Interealty and WyldFyre.

- ✓ Reported to President and Chief Executive Officer, acted as primary liaison to MLS Board of Directors, Executive Committee, and all other MLS committees. Primary responsibilities included administration of the Multiple Listing Service, financial management of an operating budget close to one million, annual Strategic and Business planning organization and implementation, reviews of governing documents (e.g. Bylaws, Rules & Regulations, Policies, and Contracts), MLS user and general public communications including monthly, quarterly and annual statistical reports, copyright submissions of Southwest MLS databases and websites. Was also responsible for organizing, preparing and speaking at Member forums and special events.
- ✓ Managed a highly technical staff and worked with multiple 3rd party vendors, utilizing their various proficiencies to complete diverse projects and day-to-day management of Southwest MLS. The Southwest MLS Team included a network & database administrator, webmaster, technical support, compliance coordinator and a shared assistant. Under my supervision, this team also supported the Commercial Association of New Mexico's (CARNM) data exchange program, providing all database management, training and technical support for users. Also provided all technical services for the Albuquerque Metro Board of REALTOR'S® staff, including network administration, SUPRA database and Rappatoni (membership program) management in coordination with those vendors.
- ✓ Designed and oversaw implementation of the first fully featured Internet Data eXchange (IDX) program in New Mexico. Offered all MLS users a frame-able live IDX link for \$10 monthly utilizing our own servers, with all web pages also created and hosted in-house. Offered customizable broker exports for IDX and other purposes. Personally created a 20+ page packet explaining IDX, why it is used, statistics of client internet usage, samples of webpage styles, lists of affiliated vendors, and more. Upon request, performed a 3 hour presentation at the New Mexico State Association's annual convention explaining IDX, and methods of offering IDX for other REALTOR® Association staff and leadership.
- ✓ Designed and oversaw implementation of a fully automated MLS Compliance system in Access, providing automated friendly reminder emails to members of upcoming listing expirations, upcoming contract dates on pended listings, and automated faxes/email notifications for common MLS violations. This system also automatically tracked corrections, sending out second requests for unaddressed violations.
- ✓ Established an on-site computer lab with 22 computers for hands on training, enabled wireless internet access throughout the Association building.
- ✓ Designed and also taught hundreds of MLS classes, covering basic, advanced and CMA concepts over the course of two MLS conversions. Experienced with both hands-on and classroom training styles, performing dozens of office visits for onsite training. Trained all other instructors of these classes and other classes. Also designed and taught classes on Microsoft Outlook, Word, and Excel, as related to REALTOR® usages.
- ✓ Employee of the Year 2000, recognized by Mayor Jim Baca with acclaims published in the Albuquerque Journal.