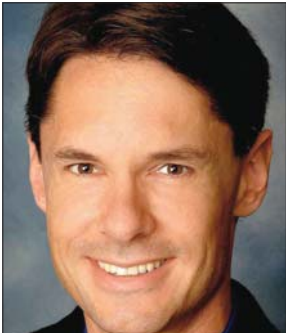




page 6 ▼

## CANDIDATE FOR VICE PRESIDENT



**Bryan Hoffman, Broker**  
Shore Management, Inc.

### Why do you seek this position?

As an active volunteer in the Association for many years, a number of fellow volunteers have asked me to seek the office of Vice President. I appreciate that past Presidents, current Officers, and Directors have recommended that I pursue this office. I have learned a great deal from serving the members at the Association over the years. I take this opportunity seriously and look forward to the challenges this position holds.

### What skills and experiences do you bring to this position?

The role of an officer requires a great deal of diverse experience. My background as the Accounting Controller for several corporations provided for management of personnel in various capacities and responsibilities, and having owned two small companies in the past and one currently, adds a greater scope of understanding as to what is required to run an operation such as SDAR. Within SDAR, I have twice served as Director, formerly a Director for C.A.R., have served on committees such as Budget and Finance, Investment Management Trustees, Real Estate Trustees, Bylaws, Government Affairs, been involved with several Strategic Planning groups, and participated on numerous task forces. My Chair and Vice-Chair experience has been valuable in learning more about the depth of the Association. Good communication and being able to work well with others is fundamental to our industry and the same holds true within the Association. My leadership and management experience gives greater opportunity for communication between the REALTORS® in the field, the staff that operate SDAR, and the volunteers that lead the Association.

### What do you see as the key issues and challenges in the industry?

The key challenges I see are related to property taxes, zoning rights, technological progress, and maintaining ethics within our industry. The rights we have attached to property owner-

ship in this country are nearly unique throughout the world. These rights give us a significant portion of our wealth and freedom. Burdensome taxation, increasing fees, future access to water rights, unreasonable land-use restrictions, unsupportable local environmental concerns, and down zoning are just some of the current and future issues that affect property values and our ability to practice real estate within San Diego County. Being active as individuals and as an Association at all political levels will be the solution to maintaining our ownership rights. As technology changes and grows, we as REALTORS® need to always be on the leading edge. It has been long supposed that websites and automation will remove the individual from the transaction. People will always need others when it comes to service and our industry is no different. We do need however, to always make every effort to plan for and take advantage of, any tools that become available to us – on every level. Proper strategic planning is important in this regard. Lastly, maintaining ethics is crucial to our industry. Greater levels of education, increased internal monitoring of REALTOR® activities, and repercussions for inappropriate or unacceptable conduct are fundamental for maintaining and increasing our reputation with our clients. Other challenges will certainly arrive and with a healthy Association looking out for our best interests, we can meet those challenges.

### What effect has your SDAR membership had on your career and what will you do to make SDAR more effective for members?

I became involved with SDAR through then President, Sheryl Betyar. She invited me to become involved in one committee and after a while, I soon recognized all the non-tangible benefits of becoming involved with such a well respected organization. My membership with SDAR has certainly added to my reputation of being a true professional in the real estate industry. Not all real estate or other industry associations offer the scope, breadth, or knowledge that SDAR provides to its members. The role of Vice President is important for making SDAR even more effective as this position requires frequent contact with our REALTOR® members – by attending caravans, office meetings of the various companies, etc. If SDAR is not effective for you, then I will hear about it! In communicating with and pursuing the best interests of our membership, I will fulfill my responsibilities for you as Vice President. I look forward to serving you as Vice President for 2012.

page 12 ►



## SAN DIEGO WOMEN'S COUNCIL OF REALTORS® WINS CHAPTER OF THE YEAR

The San Diego Chapter of Women's Council of REALTORS® (WCR) is proud to announce that it was recognized at the National WCR Convention in Washington, D.C. with the distinguished 2010 Mega Chapter of the Year. The San Diego chapter was selected out of 263 chapters nationwide. In addition the San Diego Chapter, was also awarded the 2010 "Inspire, Educate, Enable" award of \$1,500 for Mega Chapter by Wells Fargo at the National WCR Meeting in Washington, D.C. This award is awarded to four Chapters Nationally mega, large, small and new, for innovative and outstanding programs and education. Chapter members on hand to receive the award was Fiona Theseira, 2011 Chapter President, Chris Anderson, Chapter President-Elect, Kay Merg, Chapter Vice President of Membership, Tiffany Torgan, Chapter Recording Secretary, and Linda Lee, Immediate Past Chapter President.

"It was truly an honor to receive these awards in Washington D.C.," said Fiona Theseira. "The members of the San Diego chapter have worked extremely hard all year long to achieve these awards and the members are well deserving of this recognition", stated Theseira. To find out more information about becoming a member of the WCR Chapter in San Diego and upcoming events visit [www.wcrsd.org](http://www.wcrsd.org).



## Professional Interior & Exterior Painting

Brad Stoner Painting's professional, uniformed staff has the training and workmanship to get your job done right. Realtors throughout San Diego have relied on Brad Stoner Painting since 1986 for on-time, on-budget residential and commercial painting.

- Bonded and Insured
- Prompt and Professional
- We work with YOUR schedule



Call Now!  
**858.586.7751**  
or **619.262.9222**

Cont. Lic.  
# 761761



[www.bradstonerpainting.com](http://www.bradstonerpainting.com)