



Annual Election

CANDIDATE FOR PRESIDENT-ELECT



Bruce Bourdon

Coldwell Banker Residential

Why do you seek this position?

Being a REALTOR® since 1988 and a continuous volunteer nearly all that time except during a brief recall to active duty following 9/11, I have experienced several market swings. My experience and passion to my industry has placed me at the right place at the right time to lead our association during a recovery from one of the most challenging and difficult real estate markets in San Diego history.

What skills and experience do you bring to this position?

As I move closer to the 25-year mark in my business, I realize two important things:

1. What matters most is the relationship-building we do every day.
2. How we treat others throughout our careers.

My 20-plus years of volunteerism at SDAR include REALTOR® Attorney Committee (chair), Grievance Committee (chair), Events Committee (chair), EVP Task Force Committee, Professional Standards Committee (chair), Budget & Finance, Information Technology Committee, Strategic Planning (several times), SANDICOR Board of Directors (SDAR representative), CAR Board of Directors (past 5 years), SDAR Board of Director (three times), and Vice President of SDAR (once). The breadth of my SDAR and CAR experience positions me well to serve and lead our association.

I have served in the United States Navy for 30 years operating in small specialized teams. Those who know me know I have integrity and will work tirelessly to build consensus to achieve the objective. My balance comes from my family, where I spend my off time coaching soccer and Little League, serving as Presidio Little League president the last two years, where we made remarkable improvements to facilities and programs. The future is our youth, and I encourage all around me to spend time with a child. The reward is priceless.

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

Our near-term challenges will remain in zero equity properties, or short sales. Until lenders can better coordinate their efforts to work side by side with our

industry to assist homeowners in escaping their loan obligations, we will have all the difficulties and challenges that come with helping our clients who are overleveraged in this market.

Another very critical challenge is the control of our information by those outside our industry who want to manipulate and sell it back to us. Our approach to both issues will need to be addressed for the benefit of our members and clients.

Also, when many in our industry are experiencing setbacks and challenges they never could have envisioned four or five years ago, our leadership at the State and National levels are posturing to raise our membership fees. My commitment to you will be to make our voice heard regarding no new fees.

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

We are so lucky to live in San Diego and be part of one of the largest Association of REALTORS® in the nation. SDAR has given me the opportunity to meet other professional REALTORS® all over San Diego County, the state, and the country. Exchanging ideas, information, and client leads helps one grow and see beyond the obvious. SDAR has built a solid foundation through good leadership and the hard work of dedicated volunteers and staff. For example, the Risk Management department is by far one of the best in the country and well ahead of most with proactively creating forms that help us daily. Government Affairs has forged relationships with leaders at all levels of government. This is a true benefit when facing legislature that may pose difficulty to our members and clients.

If elected, I would be honored to carry the torch to the next level for a better and even stronger San Diego Association of REALTORS®. I would be humbled and honored to have your vote. Thank you.

CANDIDATE FOR PRESIDENT-ELECT



Linda Lee, CRS, GRI, e-PRO, PMN, CIPS, CPA, Broker
Prudential California Realty

Why do you seek this position?

Once elected, I will seek to enrich the value provided by SDAR to its members, by working to revamp the MLS, continue to provide cutting edge classes

for our members, training for members to utilize social media to attract new clients and in general deliver increased success for everyone.

I am passionate about the advancement of REALTOR® issues and professionalism. As an active volunteer at the local, state and national levels with numerous leadership appointments, I believe in continuing to give back to the profession and strive for excellence. Together we can make a difference in the quality of our communities and a positive impact on the reputation of our profession.

What skills and experience do you bring to this position?

I am an active REALTOR® and a broker associate with an in-depth knowledge of the challenges that real estate professionals face on a daily basis. The key to success in any market lies in the value we provide for our clients, so I have constantly worked to further my education and industry knowledge. As a recent graduate of the NAR Leadership Academy (one of 26 REALTORS® selected nationwide), I have comprehensive knowledge of how NAR operates, as well as the resources that it provides to its members. I believe that my experience serving REALTOR® organizations has prepared me to be a highly effective president of SDAR.

I am a CPA with a master's degree in Accounting; additionally I have earned the following designations: Certified Residential Specialist (CRS), Graduate REALTOR® Institute (GRI), e-PRO, Risk Management Specialist (RMS), Performance Management Network (PMN) and Certified International Property Specialist (CIPS).

- SDAR REALTOR® of the Year 2009
- NAR Golden R and President Circle 2009-11
- SDAR Treasurer 2010-11
- SDAR Chair, Bylaw & Budget and Asset committees, 201
- SDAR Executive Committee, 2008, 2010-11
- CAR Chair of CAR Education and Scholarship Foundations, 2011
- CAR Vice Chair, Real Estate Finance, 2009
- WNA Public Policy Coordinating and Conventional Finance and Lending Committees, 2010-11
- WCR California State District Vice President and Strategic Planning, 2011

2012 Appointments

- CAR Vice Chair Membership committee
- WCR National Budget and Finance committee

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

Advocacy to protect our best interests is crucial - key issues such as the importance to protect the mortgage interest deduction, short sales challenges, future government sponsored enterprises (GSEs), concerns related to qualified residential mortgage (QRM), and difficulties in obtaining condominium approvals.

Additional focus will be on the future of MLS, risk management of our practices, enforcement of code of ethics and professional standards.

In addition, the reputation of our industry is an ongoing issue, and the

state of our economy will continue to make an impact on the way that we do business. As president, I will focus on improving our communication with California Association of REALTORS® and National Association of REALTORS® so our voices and concerns are heard.

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

SDAR has provided many education and leadership opportunities for me. Classes and information that SDAR has provided has truly helped me to become a better REALTOR®. SDAR continues to stay in front of the trends and identifies ways to deliver more member benefits without raising your dues. In addition, as we do so many things for our clients, I would like to start a monthly get-together that focuses on work and life balance for our members. It aims to provide members with a chance to network and learn from experts in a variety of fields, from wealth building and financial management, to relationship assistance and family guidance. I will also work to strengthen our relationships with other REALTOR® organizations in our country. Once elected, I will encourage members to voice their concerns and work together for the benefit of our industry and communities. We shall focus on helping members to have a variety of tools to increase business and accumulate wealth. We are all working in this profession and community together! Together, we sell more real estate.

CANDIDATE FOR PRESIDENT-ELECT



Raylene Brundage, RMS, SFR
Prudential Dunn, REALTORS®

Why do you seek this position?

To represent our membership and the real estate industry professionally and to make a difference! Our organization of 10,000 members needs a President who has working knowledge in this current market, with real world experiences and political involvement to effectively deal with outside factors affecting our business.

I have had the privilege to serve our Association with many REALTORS® on numerous committees and task forces, as a committee member and leader. All of these varied positions of lead-

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