3. Jeanette Raver
Updated at Aug 08, 2024

Submission Date	Aug 8, 2024
Name	Jeanette Raver
Brokerage Name	Realty One Of New Mexico
City	Albuquerque
State	NM
Zip	87059
Number of Years as a REALTOR® Member:	38
Member Type: Please select Designated REALTOR®/Participant only if you are listed as the Designated/Qualifying Broker of your office.	Designated REALTOR®/Participant
Are you a managing broker? If so, how many brokers do you supervise?	37
For which position are you applying?	Director (1 available)
Do you have any Code of Ethics violations or have you ever had any disciplinary actions from the New Mexico Real Estate Commission in the last 3 years? If yes, please elaborate. If no, indicate N/A.	N/A
Have you ever served as an Officer or Director of SWMLS or GAAR?	Yes
Have you served as a Chair of a SWMLS or GAAR Committee within the past 5 years?	Yes

Please list all SWMLS, GAAR, NMAR and NAR committees, task forces or PAGs you have been a member of. You can view your SWMLS/GAAR committee history by going to your member portal.

SWMLS
Board of Director   1-1-2023-12/31/2024
Executive Committee   1-1-2020-12-31-2023
SWMLS Board of Directors   1-1-2018-112-31-2020
Served as
Treasurer   2020
President-Elect   2021
President   2022
Past President   2023
SWMLS Nominating Committee 2018 & 2023
Grievance Committee   2007
Professional Standards   2008-2011
Grievance Committee   2013-2024
NAMAR Board   2021-2022
Building Committee

Have you participated in GAAR's Leadership Development Program, NMAR's Growth and Involvement Program, or any other leadership training?	Yes
If yes, please provide program name and year completed. Please write N/A if not applicable.	Goldman Sachs 10,000 Small Businesses Master program through Babson College

How many transactions did you have within the last 12 months, August 1, 2023 to July 31, 2024?	38
Have you completed a Robert's Rules of Order and MLS Rules Refresher course?	Robert's Rules of Order MLS Rules Refresher Both Robert's Rules of Order and MLS Rules Refresher
What are your primary disciplines in your real estate practice? Check all that apply.	Residential Commercial
Please list any REALTOR® Institutes, Societies or Councils in which you currently hold membership.	The Council of Residential Real Estate Council CRS RESO CMLS
Please list any REALTOR® designations you hold.	CRS GREEN PRO
Have you reviewed the Board Responsibilities document and do you agree to abide by these responsibilities?	Yes
Which technologies offered by SWMLS are your favorites, and why?	MLS, the better it, the better we can do our jobs. Forewarn is very important for our members' peace of mind and safety.

Please share your experience, qualifications, skills, knowledge, and any other relevant information that would make you an asset to the SWMLS Board of Directors and SWMLS Participants and Subscribers. What leadership skills do you bring to the role?

Experience and Qualifications:

Deep Understanding of MLS Operations: Knowledge of how Multiple Listing Services (MLS) operate, including data management, compliance, and member services, is crucial. This includes understanding the importance of accurate data, market trends, and the regulatory environment impacting real estate.

Real Estate Industry Insight: Familiarity with the real estate industry, including current market dynamics, trends, and challenges faced by brokers and clients. This knowledge helps make informed decisions that align with the industry's needs.

Strategic Planning and Innovation: The ability to contribute to long-term strategic planning, focusing on innovation and staying ahead of technological and market changes. This involves exploring new tools, services, and partnerships to enhance the value SWMLS provides its users.

Relevant Skills:
Analytical Thinking: Strong analytical skills to assess data, understand market trends, and evaluate the performance of various initiatives. This involves using data-driven insights to make informed decisions that benefit SWMLS participants and subscribers.

Problem-Solving: Identifying challenges within the organization or platform and developing effective solutions. This could involve addressing user feedback, improving system performance, or enhancing member services.

Communication: Clear and effective communication skills are essential for collaborating with other board members and SWMLS participants. This includes the ability to articulate complex technical concepts in a way that is accessible to non-technical audiences.

Leadership and Vision: Bringing a forward-thinking perspective that can guide SWMLS toward future growth and innovation. Leadership in this context involves setting the vision and inspiring others to work together towards common goals.

Commitment to Professional Development: Dedicating to continuous learning and staying updated on industry developments, technologies, and best practices. This ensures that SWMLS remains a leader in the MLS space.

Leadership Skills:
Collaborative Leadership: Emphasizing teamwork and fostering a collaborative environment where different perspectives are valued. This involves building consensus and driving collective decision-making.

Strategic Vision: Provide a clear vision for SWMLS's future, identify opportunities for growth and innovation, and set goals that align with the organization's mission.

Adaptability: The ability to adapt to market, technology, and regulatory environment changes. This includes leading the organization through periods of transition with confidence and clarity.

What is the role of the SWMLS and what are the challenges facing SWMLS moving forward?

The Southwest Multiple Listing Service (SWMLS) is an organization that provides a comprehensive database and platform for real estate professionals to list and access property information. This service is typically used by real estate agents, brokers, and other professionals to facilitate the buying, selling, and renting of properties. The role of SWMLS includes:

Data Aggregation: SWMLS collects and aggregates property listings from various real estate brokers and agents, providing a centralized database that makes it easier to access accurate and up-to-date property information.

Market Transparency: By providing a single platform for property listings, SWMLS increases market transparency, allowing buyers, sellers, and agents to have a clear understanding of market conditions, including pricing trends and property availability.

Facilitating Transactions: SWMLS streamlines the transaction process by making it easier for real estate professionals to find properties that meet their clients' needs, schedule showings, and manage other aspects of the buying or selling process.

Compliance and Standards: SWMLS ensures that all listings adhere to certain standards and guidelines, helping to maintain the integrity of the real estate market.

Technological Integration: SWMLS often integrates with other technologies and platforms, such as customer relationship management (CRM) systems and real estate websites, to enhance the efficiency of real estate operations.

Challenges Facing SWMLS Moving Forward:
Technological Advancements: As technology evolves, SWMLS must continuously upgrade its systems to stay competitive and meet the changing needs of its users. This includes adapting to new software, data analytics tools, and mobile-friendly platforms.

Data Accuracy and Integrity: Ensuring the accuracy and integrity of the data in the MLS is crucial. Inaccurate or outdated listings can lead to client dissatisfaction and legal issues. Maintaining high data standards is an ongoing challenge.

Competition from Alternative Platforms: The rise of alternative real estate platforms and services, such as iBuyers and online marketplaces like Zillow, presents competition to traditional MLS services. SWMLS needs to differentiate itself and provide value that these alternatives cannot.

Cybersecurity: Protecting the sensitive data of clients and real estate professionals from cyber threats is an increasing concern. SWMLS must invest in robust cybersecurity measures to safeguard its systems.

Regulatory Changes: The real estate industry is subject to frequent regulatory changes, which can impact how MLSs operate. SWMLS needs to stay informed about these changes and adjust its practices accordingly.

Member Engagement and Training: Ensuring that real estate professionals are effectively using the MLS system is important for its success. This requires ongoing training and engagement efforts to help members fully utilize the platform's capabilities.

Market Dynamics: Fluctuations in the real estate market, such as changes in housing demand or economic downturns, can affect the operations and revenue of MLSs. SWMLS must be adaptable to these changes to maintain its relevance and effectiveness.

What are the strengths of the SWMLS core software and affiliated technology offerings and where do you see room for improvement and/or change?

The Southwest Multiple Listing Service (SWMLS) core software and affiliated technology offerings have several strengths, but like any technology, there are also areas where improvements or changes could be beneficial. Here's a breakdown:

Strengths of SWMLS Core Software and Affiliated Technology:
Comprehensive Database:

SWMLS provides a robust and comprehensive database of property listings, making it a critical tool for real estate professionals. The extensive data coverage ensures that users have access to a wide range of properties and related information, such as historical data, price trends, and market analytics.
User-Friendly Interface:

The platform is designed with real estate professionals in mind, often featuring an intuitive and user-friendly interface that facilitates easy navigation, search functionality, and data entry. This helps users quickly find and manage listings, enhancing their productivity.
Integration Capabilities:

SWMLS often integrates with other real estate tools and platforms, such as CRM systems, marketing tools, and transaction management software. This interoperability allows seamless workflows and better data synchronization across different platforms, improving overall efficiency.
Data Accuracy and Standardization:

SWMLS enforces data accuracy and standardization, which is crucial for maintaining the integrity of real estate listings. This helps prevent discrepancies and ensures all users access reliable and consistent information.
Support and Training:

The service typically offers firm support and training resources for its users. This includes customer support, training sessions, webinars, and documentation to help users make the most of the platform's features.
Market Analytics and Reporting Tools:

SWMLS often includes built-in market analytics and reporting tools that allow users to generate insights into market trends, pricing, and other vital metrics. These tools help real estate professionals make informed decisions and provide valuable information to their clients.
Mobile Accessibility:

The availability of mobile applications or mobile-optimized platforms allows real estate professionals to access listings and manage their work on the go, which is increasingly important in today's fast-paced market.
Areas for Improvement and Change:
Advanced Search and Filtering:

While the current search functionalities are robust, there is always room for enhancing the precision and customization of search and filtering options. Improvements could include more advanced search parameters, AI-driven recommendations, and better handling of complex search queries.
User Interface Modernization:

Continuous updates to the user interface to keep it modern, visually appealing, and aligned with the latest UX/UI trends could enhance user experience. This includes optimizing the platform for various devices and screen sizes.
Data Integration and API Enhancements:

Enhancing the integration capabilities and providing more comprehensive APIs would allow for better customization and flexibility for users who wish to integrate SWMLS data with other tools and platforms. This could also include better support for third-party applications.
Automation and AI Integration:

There is potential to incorporate more automation and artificial intelligence into the platform. For example, automated data entry, AI-driven market predictions, or personalized alerts for users based on their preferences could significantly enhance the platform's value.
Enhanced Cybersecurity Measures:

Given the increasing threats of cyber-attacks, continuous improvement in cybersecurity measures is essential. This includes advanced encryption, multi-factor authentication, and regular security audits to protect sensitive data.
Scalability and Performance:

As the number of users and the volume of data grow, the platform needs to ensure that it remains scalable and performs well under high traffic conditions. Improvements in infrastructure and optimization can help maintain speed and reliability.
Member Feedback Loop:

Regularly soliciting and incorporating feedback from users can help identify pain points and areas for improvement. Establishing a strong feedback loop ensures that the platform evolves in line with the needs of its users.
Training and Onboarding Enhancements:

While existing training resources are valuable, there is always room for expanding and updating these offerings, especially with the introduction of new features. More interactive, on-demand training options could help users stay up to date with the latest tools and functionalities.
By building on these strengths and addressing areas for improvement, SWMLS can continue to offer a valuable service to real estate professionals while staying competitive in a rapidly evolving industry.

What is the one thing you would like to change that is in the purview of SWMLS?	If there were one thing to change within SWMLS's purview, it would be to enhance the platform's data integration and interoperability capabilities. Why This Change? Increased Flexibility for Users: By enhancing data integration and offering more robust APIs, users would have greater flexibility to connect SWMLS data with various third-party tools and platforms. This could improve workflows for real estate professionals, allowing them to tailor the platform to their specific needs. Streamlined Workflows: Better integration capabilities would enable smoother data flow between SWMLS and other real estate systems, such as CRM software, marketing platforms, and financial tools. This would streamline processes, reduce manual data entry, and minimize the risk of errors. Enhanced User Experience: Providing more seamless integrations with popular real estate apps and services would make the SWMLS platform more user-friendly and adaptable to modern real estate practices. Future-Proofing: As the real estate industry becomes more digitized, the ability to easily integrate with other technologies will be increasingly important. Strengthening this platform aspect will help ensure that SWMLS remains relevant and valuable in the future. This change could significantly improve the overall efficiency and satisfaction of users, positioning SWMLS as a more versatile and future-ready platform.
Additional remarks by Candidate:	As you can tell from my questionnaire, I believe in the MLS. I have served on the board for many years, and this community is one of the most critical communities I can be part of. When I started in real estate, we had books, not computers, to help us with what we could sell. We have come a long way. My hope is to help our MLS continue growing and developing. I believe in this community, It's not a stepping stone for me. It's my passion.