

NORTHEAST FLORIDA ASSOCIATION OF REALTORS® , INC.
CANDIDATE'S APPLICATION QUESTIONNAIRE FOR AN OFFICER OR DIRECTOR POSITION

1. Name Ryan Ford

2. Firm Name/Address Watson Realty Corp Ponte Vedra Beach - 615 A1A N Ponte Vedra Beach, FL 32082

3. Position held at Firm (owner/broker, broker associate, sales associate, etc.)? Broker
 - a. Area of real estate specialty? Residential
 - b. How much time do you spend in this profession? 90%
 - c. In what field is the balance of your time spent? Commercial / Property Management / Yacht Sales

4. Number of years licensed. 14 Realtor® since. 2011

5. What was your occupation prior to obtaining a real estate license? Corporate Management

6. Will you commit to attending the monthly Board of Directors meetings, general membership meetings, and any other special meetings as required? Yes

7. Are you willing to keep up with the volume of communications that concern association matters i.e., reading material, background material, etc.? Yes

8. Do you understand that, as a NEFAR Officer/Director, you will not hold a ceremonial position but rather one with fiduciary duties, responsibilities, and obligations to assist in moving the Association forward in the coming years based on the Strategic Plan? Yes

9. Do you understand that you may be asked to assist with special assignments during the year, and are you willing to commit to those assignments? Yes

10. Do you contribute to RPAC? Yes Would you be willing annually to become, at a minimum, a \$99.00 RPAC contributor as an Officer or Director of this Association? Yes

11. What education level and skill sets do you possess that qualify you for the requested position(s)?
 - Master's in Business Administration (MBA) - E-Commerce Concentration
 - Bachelors of Science Degree Business Administration (B.S.B.A)Past local and state board leadership experience

12. Qualifications (list positions held, year, and principal services if not on your attached resume/bio)
 - a. Realtor association activities (local, state, and national)
 - St. Johns County MLS Board Directors - Director Position 2013
 - NEFAR YPN Chair (believe it was 2014 or 2015)
 - Flagler County Association of Realtors Public Policy Chair 2017
 - Flagler County Association of Realtors - Board President 2021
 - Florida Realtors Director 2020-2022
 - NAR Director 2021
 - Real MLS Policy Committee Vice Chair 2025 -2027

b. Civic Activities

YPO Organization Network Member

Junior Service League of St. Augustine King Candidate

YBAA (Yacht Broker Association of American) Member

S.A.F.E. (Saving animals from euthanasia) Major Donor

c. Leadership positions

President Flagler County Association of Realtors 2021

Florida Realtors Leadership Academy Class of 2018 (and a member of FR Leadership Committee since graduating)

Watson Realty Corp Vice President Managing Broker 2014 - Present

FCAR Board of Managers MLS(2022-2023)

13. What motivates your interest in serving as an Officer or Director?

My motivation to serve as a director of realMLS comes from my commitment to strengthening our real estate community and helping agents succeed through innovation and collaboration. As a actively engaged member in our industry and someone that is a member of numerous boards and MLS systems, i see first hand how crucial it is to have a reliable, accurate and forward-thinking MLS. I want to help contribute to the growth and future direction or realMLS ensuring our members continue to be equipped with the best tools and data.

Question 14. & 15. For MLS Director Position Only

14. Please describe your level of expertise regarding MLS technology.

I am well versed in various mls systems including Flex, Paragon, Matrix, Innovia, Navica... as I have utilized all of these mls technology providers over the years. I would say I'm advanced level with the technology. I'm a techy :)

15. What is your knowledge of RETS, RESO, Data Integrity, and the new MLS rules and guidelines?

I have a mid-level - advanced knowledge of RETS, RESO, Data Integrity and the new MLS rules and guidelines.

16. If selected by the Nominating Committee, I will abide by the Leadership Standards of Conduct in the NEFAR Policy Manual and I will commit to the duties of the position(s) if selected, including a minimum donor of \$99 for RPAC annually and serve in any of the following Officer/Director positions indicated below:

Ryan T Fond

Candidate Signature

05/09/2025

Date

Please check any position or positions for which you desire to be considered by Nominating.

- NEFAR Director
 - NEFAR President-Elect**
 - NEFAR Treasurer**
 - NEFAR Secretary**
 - NAR Large Association Director***
- OR**
- NEFMLS Director



Ryan Ford



904-495-4121



ryanford@watsonrealtycorp.com



615 A1A N Ponte Vedra Beach, FL 32082

ABOUT ME

I have been a licensed real estate professional since 2011. I obtained my Broker License in 2013. I am a member of the North East Florida Association of Realtors, St. Augustine & St. Johns County Board of Realtors, and Flagler County Association of Realtors. I am a RPAC Major Investor and Graduate of the 2018 Florida Realtors Leadership Academy. I was also Realtor of the year in 2021

EXPERIENCE

- **2025-2027** REALMLS POLICY COMMITTEE VICE CHAIR
- **2022-2023** FCAR BOARD OF MANAGERS MLS SECRETARY
- **2021** FLAGLER COUNTY ASSOCIATION OF REALTORS - BOARD PRESIDENT
- **2021** NAR DIRECTOR
- **2020-2022** FLORIDA REALTORS DIRECTOR
- **2017** FCAR PUBLIC POLICY CHAIR
- **2015** NEFAR YPN CHAIR
- **2013** ST, AUGUSTINE & ST. JOHNS COUNTY MLS BOARD OF DIRECTORS - DIRECTOR

EDUCATION

University of Maryland

MBA MASTER IN BUSINESS ADMINISTRATION

- E-commerce / Management Concentration

College of Notre Dame MD

B.S. BACHELOR'S OF SCIENCE BUSINESS ADMINISTRATION

- Business Administration / Management

EXPERTISE

- Management Skills
- Creativity
- Digital Marketing
- Negotiation
- Critical Thinking
- Leadership

FUN / INTERESTING FACTS

- Marine Captain License (Sail Boat Captain)
- American Sailing Association (ASA) 101, 103, 104, 114 Certifications
- Yacht Brokers License
- Wine Maker (Working on Sommelier certification)
- Featured Agent on HGTV Beachfront Bargain Hunt
- ACE Certified Personal Trainer