

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

1. Name Dana O. Johnson

2. Firm Name/Address Province Realty Group | 1301 Riverplace Blvd. Ste 800, Jacksonville, FL 32207

3. Position held at Firm (owner/broker, broker associate, sales associate, etc.)? Owner | Broker
 - a. Area of real estate specialty? Residential , Investment , and New Construction
 - b. How much time do you spend in this profession? 60 + Hours / Week
 - c. In what field is the balance of your time spent? Residential

4. Number of years licensed. 20 Realtor® since. 2026

5. What was your occupation prior to obtaining a real estate license? Mortgage Underwriter

6. Will you make a commitment to attend the monthly Board of Director 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 realize that, as a NEFAR Officer/Director, you would not be in a ceremonial position but 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 to annually 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 to qualify for the position(s) requested?
(See Bio, Resumé, and Clifton Strengths Report)

12. Qualifications (list positions held, year, and principal services if not on your attached resume/bio)
 - a. Realtor association activities (local, state, and national)
(See Resumé)

b. Civic Activities
(See Resumé)

c. Leadership positions
(See Resumé)

13. Why are you interested in serving as an Officer or Director?

I am a servant leader interested in pairing my core beliefs with that of our local Association. I'm interested in serving as a Director to strengthen our community, enhance our profession, and strategically align with fellow colleagues to work towards NEFAR's 2030 Strategic Plan.

Questions 14. & 15. For MLS Director Position Only

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

15. What knowledge do you have of RETS and RESO?

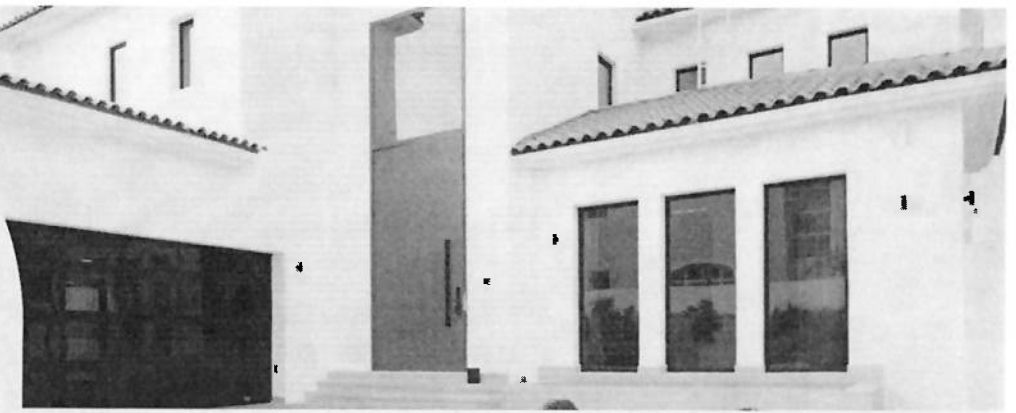
16. If selected by the Nominating Committee, I will abide by the Leadership Standards of Conduct and I will commit to the duties of the position(s) if selected, including a minimum donor of \$99 for RPAC annually and serve in any of the following Officer/Director positions indicated below:

Dana D. Johnson 04/18/2026
Candidate Signature Date

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

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

**Email this application and any additional documents to Nominating@NEFAR.com
Applications received after May 10, 11:59 pm will not be eligible for consideration**



DANA O. JOHNSON

INSIGHT

Dana O. Johnson
CEO | Principal Broker
Over 20+ years Industry Experience

PERSONAL DEVELOPMENT

- ABR - Accredited Buyer Rep
- AHWD - At Home With Diversity
- C2EX - Commitment to Excellence
- Certified Residential RE Divorce Specialist
- CIPS - Certified International Property Specialist
- CLHMS - Certified Luxury Home Marketing Specialist
- CRS - Certified Residential Specialist
- EDGE Professional Society Member
- ePRO
- GKC- Gold Key Certification
- GRI- Graduate Real Estate Institute
- Luxury Homes Certified
- SFR - Shortsale Foreclosure Rep
- SRS - Seller Representative Specialist

RESUME

20+ years of expertise in both the mortgage and real estate industries, delivering white-glove, client-centered service that simplifies the real estate journey and ensures a seamless, stress-free experience from contract to close.

Province Realty Group

CEO | Principal Broker
September 2015 - Current

- Serve as the organization's primary representative to stockholders, corporate entities, and the public.
- Lead long and short-term strategic planning and decision making.
- Oversee operations, resource management, and contract negotiations.
- Direct executive leadership, goal setting, task delegation, and training development.
- Foster B2B relationships to drive growth and revenue.
- Manage multiple projects with competing priorities and deadlines.
- Develop and market an asset portfolio of properties and site developments.
- Conduct risk mitigation analysis, negotiating sales, leases, and acquisitions for high-net-worth and commercial clients.
- Ensure compliance with financial audits and data management for sustainable business solutions.
- Support stakeholders, business partners, and government officials in optimizing portfolio revenue through sound judgment and risk management.
- Successfully Closed 1000+ transactions over career span
- and More Upon Request

EDUCATION

Liberty University

- B.S.- Business Administration and Data Analytics

Florida State College at Jacksonville

- Associates Degree in Finance

LICENSES

Real Estate Broker | FL Dept of Business Professionals

March 2006 - March 2027 (Current)

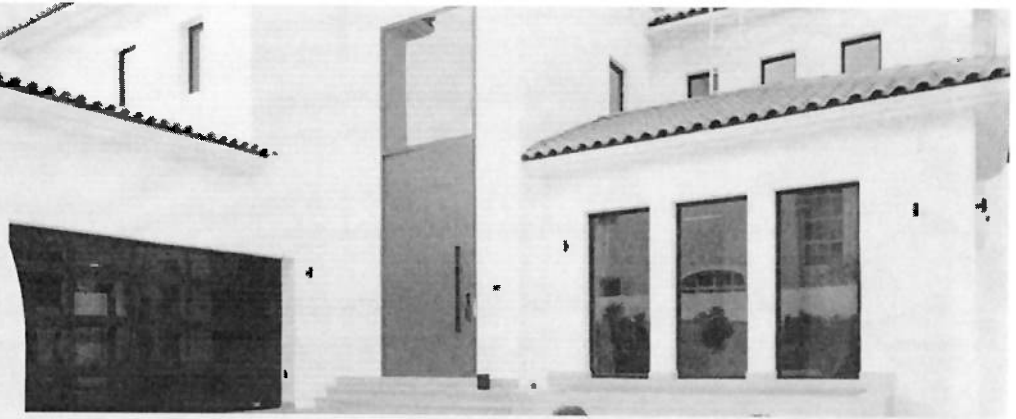
CONTACT

📞 1-904-534-7690

✉️ DanaJohnson@ProvinceRealtyGroup.com

📍 1301 Riverplace Blvd Ste, 800,
Jacksonville, FL 32207

🌐 www.ProvinceRealtyGroup.com



DANA O. JOHNSON

INSIGHT

Dana O. Johnson
CEO | Principal Broker
Over 20+ years Industry Experience

SERVANT LEADER

CORE ATTRIBUTES

- 720+ Personal and Professional Volunteer Hours in Past 10 years
- 20% Net Proceeds Personal Income Donated to Charity and Individuals in Need Each Year
- 40% Net Proceeds Business Revenue Donated to Charity and Individuals in Need Each Year
- Housing Advocate for Displaced and Underprivileged Children & Elderly Population
- And More Upon Request

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CIVIC & COMMUNITY ENGAGEMENT

- Proven track record in agent training, mentorship, and professional development, integrating practical experience with instructional clarity.
- Experienced speaker and facilitator at leadership, brokerage, and industry events, recognized for engaging delivery and motivational communication style.
- Developer of real estate training materials focused on luxury marketing, buyer/seller representation, professionalism, and business ethics.
- Committed to advancing REALTOR competency through real-world case studies, interactive learning, and values-based instruction.

COMMITMENTS

NORTHEAST FLORIDA ASSOCIATION OF REALTORS

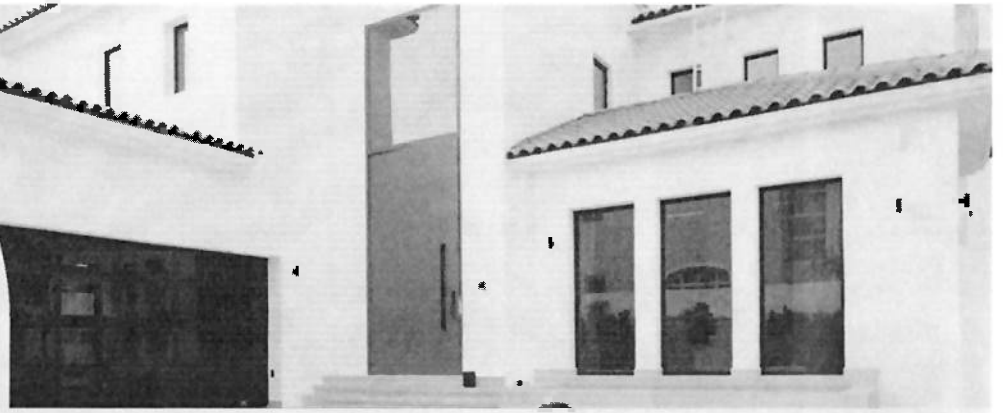
- 2023-Current | Global Business Council
- 2024 | NEFAR Leadership Academy Graduate
- 2024-Current | Education Advisory Task Force
- 2024-Current | Legislative Committee
- 2025-Current | Nominating Committee
- 2025 | Education Task Force Chair
- 2025 | RPAC Vice Chair
- 2025-Current | RPAC Task Force
- 2026- RPAC Chair

FLORIDA ASSOCIATION OF REALTORS

- Board/Association Representative Member
- Board of Directors Member
- Member: Legislative Think Tank, Attainable Housing, Land Use, Community Engagement, and HOA/Condo Committees

CHARITABLE ORGANIZATIONS

- Clara White Mission Volunteer - 2012 to Current
- Province Realty Group Volunteer Director - 2015 to Current
- GIRLS Inc of Jacksonville Ambassador 2016 to Current
- Northwest Florida Counseling Services BOD 2018-2023
- Salvation Army Volunteer - 2019 to Current
- HEIR Project Chair 2021- Current
- GIRLS Inc of Jacksonville BOD 2022-2024
- American Lung Association Volunteer - 2022 to Current
- and More Upon Request



DANA O. JOHNSON

INSIGHT

Dana O. Johnson
CEO | Principal Broker
Over 20+ years Industry Experience

PERSONAL STATEMENT

Redefining Wealth Through Real Estate

BIO

Dana O. Johnson is a seasoned Real Estate broker with over 20 years of experience in serving both the Florida and Georgia Markets. She also has experience in the mortgage, banking, and finance industry.

As the founder and driving force behind Province Realty Group, she has built a reputation for excellence, integrity, and unparalleled client service — becoming a trusted advisor for buyers, sellers, and investors alike.

Dana's passion for educating and helping others increase wealth through journey began at the age of 23, shortly after purchasing her first home. In, 2015 she founded Province Realty Group with a clear vision: a client-centered brokerage built on personalized service and expert guidance. Today, the firm stands as a respected real estate company, known for its collaborative approach and exceptional results.

A dedicated professional, Dana holds the prestigious Certified Residential Specialist (CRS) designation and has earned multiple awards for sales excellence and client satisfaction. She is equally committed to giving back — serving on the board of the HEIR Project, sponsoring local nonprofits, mentoring aspiring agents, and hosting educational seminars for first-time homebuyers.

When she's not serving clients or her community, Dana enjoys family time, exploring Jacksonville's cultural scene, gardening, and travel.



PROVINCE
REALTY GROUP

CONTACT



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CliftonStrengths® Top 5 for DANA JOHNSON



This report presents your five most dominant CliftonStrengths revealed by your responses to the CliftonStrengths assessment. Use this report to learn more about these strengths, how they uniquely show up in your life and how you can use them to fulfill your potential.

1. Strategic®

You quickly spot patterns and issues that others miss. You generate alternative paths forward and choose the most effective one.

2. Belief®

You have certain core values that are unchanging. These values provide direction and a strong sense of purpose.

3. Connectedness®

You believe everything is linked and that there are few coincidences. For you, everything happens for a reason.

4. Achiever®

You work hard and possess a great deal of stamina. You take immense satisfaction in being busy and productive.

5. Self-Assurance®

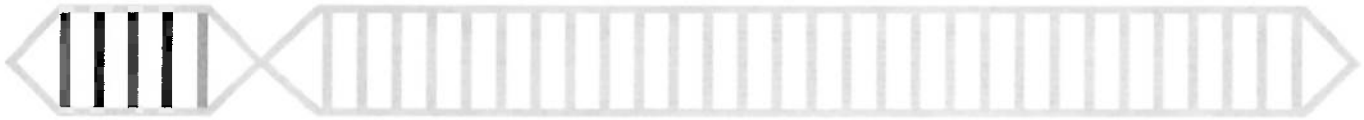
You feel confident in your ability to manage your own life. You have an inner compass that gives you certainty in your decisions.

■ **EXECUTING** themes help you make things happen.

■ **INFLUENCING** themes help you take charge, speak up and make sure others are heard.

■ **RELATIONSHIP BUILDING** themes help you build strong relationships that hold a team together.

■ **STRATEGIC THINKING** themes help you absorb and analyze information that informs better decisions.



- 1. Strategic
- 2. Belief
- 3. Connectedness
- 4. Achiever
- 5. Self-Assurance

You Are Uniquely Powerful

Your unique sequence of CliftonStrengths and the personalized Strengths Insights in this report are the result of your answers to the CliftonStrengths assessment.

We designed this report to help you learn more about your most dominant CliftonStrengths: what they are, how they interact and how to use them to succeed.

What do the colors mean?

Each of the 34 CliftonStrengths fits into one of four domains. These domains describe how CliftonStrengths helps you execute, influence others, build relationships, and absorb and think about information.

EXECUTING

- | Achiever
- | Arranger
- | Belief
- | Consistency
- | Deliberative
- | Discipline
- | Focus
- | Responsibility
- | Restorative

INFLUENCING

- | Activator
- | Command
- | Communication
- | Competition
- | Maximizer
- | Self-Assurance
- | Significance
- | Woo

RELATIONSHIP BUILDING

- | Adaptability
- | Connectedness
- | Developer
- | Empathy
- | Harmony
- | Includer
- | Individualization
- | Positivity
- | Relator

STRATEGIC THINKING

- | Analytical
- | Context
- | Futuristic
- | Ideation
- | Input
- | Intellection
- | Learner
- | Strategic