

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

1. Name Missi Howell _____
2. Firm Name/Address The Legends of Real Estate
3. Position held at Firm (owner/broker, broker associate, sales associate, etc.)? Broker Associate
 - a. Area of real estate specialty? Residential
 - b. How much time do you spend in this profession? Full time, sales and teaching
 - c. In what field is the balance of your time spent? . Volunteering
4. Number of years licensed. 19 Realtor® since 2007
5. What was your occupation prior to obtaining a real estate license? 30 yrs real estate lending
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/HOF 2025 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?
Have served and am serving at the local, state and national levels beginning locally in 2009.
Graduate NEFAR Leadership Academy in 2011, FRLA in 2020. NEFAR Pres 2021.
NAR Des/Cert include ABR, AHWD, CIPS, CRS, GRI, PMN, PSA, RENE, SRS, SRES
12. Qualifications (list positions held, year, and principal services if not on your attached resume/bio)
 - a. Realtor association activities (local, state, and national)
Local: chair Global 2011,2012, 2015; RPAC Chair 2017 (Triple crown); Pres 2021
State: Chair Global Bus 2016; Chair Faculty Subcommittee 2024-see resume' for all committee work
NAR: 25-26 Professional Dev Committee; 20-24 Research Committee; 2014 & 2016 CIPS Advis. Bd
Other: 2024 NEFAR Presidential Lifetime Achievement Award; 2024 FR Realtor of the Year
2023 Class FRNAR Mentor/Mentee Class; 2014 WCRJAX President.
Currently NEFAR Charitable Trustee; VC FR Program Development Subcommittee
FR Key Contact to Sen Clay Yarborough; FR and NAR approved instructor

b. Civic Activities

Present-Volunteer for K9's for Warriors

Past - School and civic volunteers for 50+ years

c. Leadership positions

See above and resume

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

I served as an NAR Director 2023-2025. I opted to sit out a year in 2026 and did not apply, and after Reflection on my future goals would like to again continue the work for the NAR Board as a director. I see that my involvement and experience lends to effective communication and conversations taking what is Important on the local level to national, giving both NEFAR and FR members a voice.

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:

Missi Howell 4/21/2026 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**

Susan M. (Missi) Howell
Missi904Homes@gmail.com
904-716-1713

PROFILE

Full-Time real estate professional, licensed Florida Broker Associate, 2021 President of Northeast Florida Association of Realtors. Active volunteer in the real estate industry for the local, state and national associations and organizations since 2008. Active in school and community volunteer organizations and efforts for over 25 years.

EXPERIENCE

The Legends of Real Estate - Oct 2020 to present

Broker Associate – Meet production goals by assisting buyers and sellers with the purchase and sale of residential real estate.

Florida Realtors/NAR Faculty

Instructor for approved Florida Realtors Courses since 2017. NAR Approved Faculty since 2023. Florida Licensed Real Estate Instructor.

Watson Realty Corp. — Aug 2007 - Sept 2020

VP/Managing Broker 10/2019-Present

- Recruit, hire, train new and experienced sales associates
- Manage operational functions and employees of the WRC San Marco/San Jose Office
- Assist in corporate meetings and training as needed

Broker Associate, Assistant Manager, 6/2017-10/2018

- Develop and implement onboarding training for incoming sales associates
- Assist experienced associates and staff in transactions and administrative functions
- Lead sales meetings and perform other managerial duties in managing broker's absence and as directed
- Meet expected personal production goals (\$3 mil min)

Sales associate 08/2007-06/2017

- Meet expected personal production goals

Bank of America, Retired (Jacksonville, 1995-2007); Alliance Mortgage, (Jacksonville, 1992-1995) One Valley Bank (now BB&T in West Virginia 1977-1992)

Consumer and real estate banking career spanning 30 years. Retired as Vice President, Process Design Lead for the Consumer Real Estate Division, leading global project teams and implementing nationwide process improvement and technology projects with budgets in excess of \$1 million. Covered all aspects of real estate lending and managing thereof during the 30 year career. Other major positions held throughout tenure include managing operations of processing, underwriting, investor relations, national post closing operations, all with human resource and budgetary management responsibilities, as well as retail banking Personal Banker from 1981-1985.

ASSOCIATION/INDUSTRY EXPERIENCE AND RECOGNITION

- Director, National Association of Realtors, 2023 -2025 (3 yr term)
- Director, Florida Realtors, 2016 to present
- 2024 Florida Realtors Associate Realtor of the Year
- 2024 NEFAR Presidential Lifetime Service Award Recipient
- 2021 President, Northeast Florida Association of Realtors
- 2021 Jacksonville Business Journal Women of Influence Award
- Director, Northeast Florida Association of Realtors 2016-2022
- Member, NEFAR Budget and Finance Committee -2016-2022, 2025
- Current NEFAR Legislative Task Force, RPAC Task Force, Candidate Screening, Global Business Council, Volunteer Instructor (Code of Ethics, Fair Housing)
- Chairperson, NEFAR RPAC Task Force 2017 (Triple Crown Award for NEFAR, FR & NAR achieved during Chair year)
- Member, NEFL MLS Technology Committee 2013-2017, 2022-Present, 2025 Chairperson
- Member Florida Realtors Committees: Faculty Subcommittee (Chair 2024), Global Business (2016), Legislative Think Tank, Professional Development Committee, FRNAR Director Committee (2023-2025), Key Contact Committee

- Florida Realtors Florida Legislature Key Contact
- Chairperson, Florida Realtors Global Business Committee 2016 (attended MIPIM Conference with NAR as Chairperson)
- Chairperson, Florida Realtors Global Networking Forum 2013
- Member, NAR Professional Development Committee 2025-2026
- Member, NAR Research Committee 2021/2022/2023
- Member, NAR CIPS Advisory Board 2014, 2016
- WCR Florida 2023 Bylaws Vice Chair
- PAG Chair – WCR Florida Financial Policies & Procedures for Local Networks Statewide (2022)
- PAG Chair – NEFAR DEI PAG
- Chairperson, WCR Florida Education Committee 2021
- Chairperson, 2018 & 2019 Florida (State) WCR Audit Committee
- Vice Chair of Florida WCR (State) Budget and Finance Committee and Bylaws Committee since 2015
- Chairperson NEFAR Global Business Council 2011, 2012, 2015 (Silver and Gold Achievement levels achieved)
- Chairperson and member for various Local and Florida WCR Task Forces & Committees 2009-present
- Past President Women's Council of Realtors Jacksonville Chapter 2014
- Trustee, NEFAR Charitable

EDUCATION, OTHER EXPERIENCE AND RECOGNITION

- NAR Designations and Certifications: ABR, AHWD, CRS, CIPS, GRI, PMN, PSA, RENE, SRES, SRS, C2EX., e-PRO, and other Continuing Education totaling over 700 hours of real estate education
- Florida Licensed Real Estate Instructor
- Recipient, NEFAR Gold Key Certification and NEFAR EDGE Society (2021 Inaugural Class Charter Member)
- Commitment to Excellence Endorsed (C2EX since 2020)
- Trustee NEFAR Charitable Foundation
- Graduate, Florida Realtors NAR Mentee/Mentor Program 2023
- Florida Realtors Leadership Academy Graduate 2020
- NEFAR Leadership Academy Graduate, 2011
- NEFAR Professional Development Award 2013
- NEFAR Realtor of the Year 2014
- Volunteer, K-9's for Warriors 2022 - present
- 2021 Jacksonville Business Journal Women of Influence Award
- The Legends of Real Estate Top 10 Producer in 2020, 2021 & 2025
- Watson Realty Corp. President's and Silver Pinnacle Award Recipient for Production since 2011
- WCR Jax Entrepreneur, Member and Mentor of the Year Awards recipient
- Past President UNF Parent Association, 2009-2011
- Past Member UNF Parent Advisory Council, 2008 - 2013
- Attended Marshall University (Paralegal) and West Virginia State College (now university), Paralegal, Business/Finance (63 hours completed)
- Six Sigma Greenbelt
- Various past officer positions in school related volunteer organizations
- Participant in NEFAR, FR and WCR Community Charitable Volunteer Events

Statement of Commitment

I am a full time real estate professional – I list and sell as well as teach. I volunteer in our local, state and national levels on committees as well as offer volunteer instruction services during our new member orientation at NEFAR. I seek to serve as an NAR Director for the same reasons I serve and have served on our local and state boards – to be informed, to inform and to help drive the discussion and action of improving our profession for the consumer as well as for Realtor members. I will fulfill all duties and responsibilities of the role including but not limited to attending and participating in meetings and abiding by NAR policies and procedures. As an alumni of the distinguished Florida Realtor NAR Director Mentor/Mentee program, I am prepared to be involved and engaged from the beginning of my term. I am currently serving on the NAR Professional Development Committee and have served on several other NAR committees in the past. I have been a member of the Florida Realtors Board of Directors since 2016, am a past NEFAR board member and past NEFAR President. I possess the skills, knowledge and experience to represent NEFAR, Florida Realtors and the National Association of Realtors.



04/29/2026