

Parker Beatty, CEO/Team Leader
Keller Williams Santa Barbara

Just as our real estate market has shifted, we too have an opportunity to shift the focus of our governing body. We are in a unique position to take a proactive look at the future to anticipate and address challenges on the horizon for agents and our businesses.

Perhaps we can ask some different questions that will still honor our traditions but also create new avenues of support to our agents while helping them build their businesses:

- What Public Relations activity could be undertaken that would make residents in our community feel that it was outrageous to use someone other than a local realtor?
- What can we do as an industry to keep ahead of the wave of technology that is changing the landscape of real estate?
- Can we flex our political muscle even more to fight for the fair treatment of our buyers and sellers by the local Government?
- What can we do to make sure the very best in our business stay engaged and involved in the leadership of our industry?

Let's look at new ways the Board can fulfill its mission of "enhancing our members' ability to conduct their real estate business."

As the Team Leader of Keller Williams Santa Barbara I am highly attuned to the challenges that face agents in the market place. It is my job to help agents grow their businesses and address issues in the field on a daily basis. Having someone on the Board with their finger on the pulse of the local real estate industry is critical, and I feel I can add tremendous value with this insight.

I'm eager to apply my day to day knowledge of the real estate industry and my extensive service experience to help make the best possible contribution to the Board's leadership. I appreciate your consideration for supporting me for the position of Vice President.

A little bit more about Parker Beatty:

I have been involved in the real estate industry since 1993 beginning my career at Pacifica Capital Group, a boutique commercial real estate investment firm. I was responsible for the financial structure of syndication partnerships and for maintaining relationships with institutional investors such as CS First Boston and GMAC.

After assisting in packaging Pacifica's portfolios for sale to REIT's (real estate investment trusts) on Wall Street, I became involved in acquiring and renovating apartment buildings throughout southern California as well as founding a development company that built luxury homes.

In 2005 I pioneered a branch of Keller Williams in Westwood where I was among the top producers in the office and an active participant in the operations and continuing education of sales agents. Later, I moved to Keller Williams Beverly Hills where I continued to grow my residential business until relocating to Santa Barbara in 2011 to take the position of Team Leader with Keller Williams.

Much of my service throughout my career has been with UCLA, where I completed the UCLA Alumni Academy. This is a one year program with the purpose of training individuals how to serve on committees and how to navigate complex organizational structures. After successfully completing the program I proudly served on numerous committees at UCLA – the most notable of which developed outreach programs to deepen alumni affinity. I was also involved in the UCLA Advocacy program, a body which promotes the University's goals to local and state government.