

## Virginia REALTORS: Ideal Board Member Profile

Purpose: This profile defines the desired attributes, experiences, and capabilities of board members to guide board composition planning and identify gaps through comparison with the current board. This document represents the profile of the board as a whole. Please note that the expectation is not for each member to embody all of the attributes and experiences documented here. Instead, the diversity of our overall composition will empower us to represent and serve our colleagues throughout the State.

### Demographic & Experiential Diversity

Ideal board composition should reflect the following:

- Age Range Representation: We desire to be a multi-generational board, with intentional inclusion of younger professionals to ensure future readiness.
- Ethnic/Cultural Diversity: Hispanic, African American, Asian, Caucasian, and multiethnic perspectives to ensure inclusivity and relevance.
- Geographic Diversity: Representation from varied regions across the Commonwealth (this is ensured through our policies).
- Professional Backgrounds: A blend of:
  - Residential and commercial real estate
  - Property management
  - Corporate and non-profit experience
  - Association leadership

## Core Competencies & Strengths

Category	Ideal Attributes
Strategic Thinking	Futuristic, data-driven, tech-savvy, forward-thinking, adept at using AI, good understanding of where we invest time, energy and resources (project management).
Emotional Intelligence	Compassionate, empathetic, culturally sensitive
Communication & Influence	Skilled listener, persuasive communicator, consensus-builder, "makes people want to be at the table", enthusiastic
Financial Acumen	Strong understanding of budgets, basic accounting documents, association finances, and investment priorities.
Governance Experience	Familiar with REALTOR® associations, legislative issues, and policy strategy
Change Orientation	Willingness to embrace innovation and change, while honoring historical knowledge
Execution Skills	Action-oriented, translates insights into results, owns implementation, decisive

## Personality Color Blend (Insights Discovery Framework)

To ensure cognitive and relational diversity, aim for a mix of:

- Blue: Analytical, detail-oriented, process thinker
- Green: Harmonious, empathetic, relationship-driven
- Red: Bold, decisive, outcome-focused
- Yellow: Energetic, enthusiastic, inspiring

## Real Estate & Lived Experience Perspective

Board members should have a variety of housing perspectives:

- Corporate experience in prior career
- Active in local association
- Affordable housing advocacy
- First-time homebuyers and downsizing clients
- Deep community involvement
- Management-level real estate expertise
- Military, educator, and cross-sector backgrounds

## Ideal Board Contributions

Members should be able to:

- Represent diverse voices and lived experiences
- Provide vision and guidance for the future of the association
- Ground decisions in both data and empathy
- Contribute constructively to board dialogue
- Stay informed and actively contribute between meetings

## How to Use This Profile for Gap Analysis

Compare the current board makeup (via survey data) against this ideal profile:

- Identify underrepresented demographics (e.g., age, ethnicity, geography)
- Surface missing skill sets or strengths (e.g., strategic thinkers, financial experts)
- Analyze personality color gaps to ensure a balanced team dynamic
- Review real estate perspectives for diversity in lived experience