

Greater Antelope Valley Association of REALTORS®, Inc.
2020 Officer Information Form

Name: Cliff Beckwith

Office Affiliation: Berkshire Hathaway HomeServices Troth, Realtors

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PLEASE COMPLETE THE FOLLOWING QUESTIONNAIRE WHICH WILL BE SCANNED AND MADE AVAILABLE TO THE MEMBERSHIP ON GAVAR WEBSITE.

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Which Officer position are you running for?

President-Elect       Secretary       Treasurer  
(3 year commitment)      (1 year commitment)      (1 year commitment)

Type of real estate license held: Broker  Salesperson  Year first licensed 2014  
Full Time  Part Time

Are you an office Owner?  Manager?  Agent? Agent

What is your area of business expertise? Residential and small land parcels.

Do you have any professional designations? No  
GRI  CRS  CRB  CCIM  SRES  OTHER

Do you have any additional professional certifications? Please list.

No

What is your current involvement with GAVAR? Please list all committees and task forces.  
Currently serving on Board of Directors and on LGR committee.

What is your educational background? Bachelors Of Science - Business Administration / Emphasis in Marketing

Have you had other career(s)? If so, what area(s)? Yes. 20 years of sales positions with Georgia Pacific and Milwaukee Electric Tool. Three years as Regional Sales Manager with Milwaukee responsible for over \$50 million in business and then 8 years with Lenton Company.

**What is your motivation for running for an Officer position on the Board of Directors?**

As I have matured through years of different experiences and grown as an individual I'm appreciative of those that have invested in me as it has made me a much better person and I feel an obligation to give back, share what I have learned and help others to achieve their dreams.

**What do you see as the greatest challenge to the real estate industry today? Within the next 3 years?**

Distractions and Mis-information...There are lots of wealthy individuals and companies that are vying for a piece of the large amount of money that is available in real estate. They are able to promote, advertise and say almost anything they want to gain business and much of it is deceiving and untruthful. We need to fight back and have a collective voice that promotes the truth and the professional services that we provide the public.

**What do you see as the greatest challenge to GAVAR today? Within the next 3 years?**

Apathy...It amazes me that an organization our size has such poor participation and involvement. In just the short time that I have been a member I have seen events that were once popular decline in interest and also some eliminated. Members need to see and understand the value of getting involved, learning and investing in themselves so they can excel as an individual and in return their business will flourish.

**What is the greatest asset that you bring to the Board of Directors?**

I believe that I bring a balance of common sense, integrity and wisdom. I'm not afraid to speak my mind and share my opinions when I feel that it will be beneficial or is necessary. I do my best to be positive, see the good in things & people as well as always be looking forward for ways to improve both as individuals and as an organization.

**What is your community involvement?**

Gavar Board of Directors and LGR Committee  
Member and board member of Kiwanis Club of Palmdale West  
President of Belle Vista Home Owners Association  
Feeding ministry with Palmdale United Methodist Church

***Please return to GAVAR, Attention: Pamela Vose either in person or via email to PamelaVose@gmail.com by June 19<sup>th</sup>.***