

Greater Antelope Valley Association of REALTORS®, Inc.  
2024 Officer Information Form

Name: Cliff Beckwith

Office Affiliation: Berkshire Hathaway HomeServices Troth, Realtors

Phone Number: 661-435-4329

Email Address: CliffYourAgent@gmail.com

Which Officer position are you running for? **Secretary**

Type of real estate license held: Broker \_\_\_\_\_ Salesperson X \_\_\_\_\_ Year first licensed: 2014 \_\_\_\_\_

Full Time X \_\_\_\_\_ Part Time \_\_\_\_\_

Are you an office Owner? \_\_\_\_\_ Manager? \_\_\_\_\_ Agent? X \_\_\_\_\_

What is your area of business expertise? Residential & land \_\_\_\_\_

Do you have any professional designations? No

GRI \_\_\_\_\_ CRS \_\_\_\_\_ CRB \_\_\_\_\_ CCIM \_\_\_\_\_ SRES \_\_\_\_\_ OTHER \_\_\_\_\_ CPTS

What is your current involvement with GAVAR? Please list all committees and task forces.  
Currently a GAVAR Director, LGR and Nominating committees

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 annual business. 8 years as a Project Manager with Lenton Company.

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

Over the years there have been a lot of people who have mentored and helped me to become who I am today and I'm passionate about giving back and helping others to become better people and achieve their dreams.

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

The real estate industry is being attacked from a lot of different directions. The model of compensation we have always been accustomed to is being attacked in multiple lawsuits and how we are compensated for representing buyers could quickly change. Large companies are using our data to make huge sums of money selling leads to the industry and there many companies working to get their piece of a large financial pie. Not all of these companies have the best interests of buyers and sellers in mind.

What do you see as the greatest challenge to GAVAR today? Within the next 3 years? Lack of leaders who are willing to step up and serve in the association. As many agents age out and retire, the newer and younger ones don't see the need to be involved. We need to continually be bringing up and encouraging members to get involved and take on leadership positions.

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

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 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

Member and board member of Kiwanis Club of Palmdale West

President of the Belle Vista HOA

Volunteer and past board member of AV Dream Center