

CAPITAL AREA REALTOR[®]

Surviving market fluctuations: Tips to keep thriving

- ★ Meet your new GCAAR board of directors
- ★ Home staging 101
- ★ GCAAR economic outlook



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CAPITAL AREA REALTOR®

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Christine Barnhart

Associate Director of Communications
Nick Baker

Senior Communications Specialist
Kaya Roberts

Communications Assistant
George Vargas

SALES REPRESENTATIVE
Marshall Boomer
marshall.boomer@theygsgroup.com
717-430-2223

PUBLICATION MANAGEMENT
The YGS Group
3650 West Market Street, York, PA 17404
717-505-9701 | theYGSgroup.com

LETTER FROM THE PRESIDENT



Serving as your 2023 GCAAR president is an incredible honor. I'm excited for the opportunity to build upon the successes of 2022 President Harrison Beacher and those who served before him. I have four primary goals that will be my focus over the course of this year.

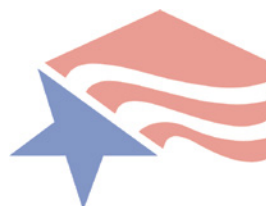
First, we'll continue to enhance our diversity, equity and inclusion (DEI) initiatives. We've set the bar high because our passion, commitment and actions are embedding these values into the culture of GCAAR, enabling real change to occur. But change doesn't happen overnight, so it will take the commitment of future GCAAR leaders—and all of you—to make these cultural changes permanent.

Second, we need to show appreciation for each other. GCAAR's greatest asset is you, our members. We value the time and commitment of those who have and continue to serve. I encourage you to stay involved or become involved if you aren't already; network and leverage the resources offered by GCAAR as much as you can.

Third, we will identify ways to better leverage data and technology to provide value to our members. The data and technology landscape is the only thing moving at a faster pace in our industry than the market itself. We will work with Bright MLS and other technology partners to offer new data-driven tools, enabling you to provide additional value and market analysis for your clients.

Fourth—and perhaps the most important—is succession planning. My goal is to set our association on the course for continuous success in the future. This is vital to our evolution as real estate professionals, and again, your active involvement is key to ensuring we have a strong pipeline of potential leaders.

I look forward to working with you over the next year. Together, let's continue to strive for greatness and be an example to other associations and REALTORS® around our state, region and country.



Avi Adler