

2027 GPSR Board of Director Candidates Statements:

- ***Geoffrey Moore - Town Real Estate***

I want to serve on the BOD because I want to give my input on matters that affect the members of the association. My main goal would be to try to improve the ways the association serves and supports the membership. As a member of the MLS Committee, I've enjoyed giving my input and suggestions on the ways the MLS functions and provides vital services to the GPSR members. I think I can be a productive addition to the BOD and offer a new perspective on ways to support the members of Greater Palm Springs Realtors.

- ***Walter Barnes - Bennion Deville Homes***

I am seeking the opportunity to serve on the Greater Palm Springs REALTORS® Board of Directors because I believe in the value of organized real estate and the important role our association plays in supporting REALTORS® to better serve their clients and our communities.

My involvement with GPSR began when I served on the Events Committee in 2017, and in June 2026 I became a member of the MLS committee. I am committed to supporting both the association and my fellow REALTORS®. Within my office, I have organized community contributions, food and toy drives, and enjoyed mentoring newer agents as they build their careers. I was also a founding partner of a successful real estate team and helped manage its growth for five years before returning to individual practice.

Before becoming a REALTOR®, I spent twenty-eight years with AT&T. I began my career as a typist and ultimately served as Chief Financial Officer of the Wholesale Division. That experience taught me leadership, accountability, strategic planning, and teamwork. However, after retiring and entering real estate, I discovered something unexpected: this profession brought me even greater personal fulfillment. The values of professionalism, integrity, community, and knowledge that define GPSR are the same values that have guided me throughout my business career and my work as a REALTOR®.

One experience in particular confirmed that I had found the right calling. Early in my real estate career, I met a young Navy veteran and his wife while hosting an open house. They hoped to purchase their first home using a VA loan but were uncertain whether homeownership was truly within reach. We worked together, found the right home, and successfully navigated the process. When I handed them the keys at closing, both burst into tears of joy. It remains one of the most meaningful moments of my professional life. In that instant, I realized that being a REALTOR® is

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about much more than transactions—it is about helping people achieve important life goals and creating opportunities that can change lives.

If elected, my goal would be to help ensure that GPSR remains a member-focused organization that encourages communication, provides meaningful education and timely market information, and delivers measurable value to its membership. I believe our members should always be at the center of our decision-making. I also recognize the increasing complexity of our industry. REALTORS® face a growing number of legal, regulatory, and compliance requirements, and our association has an important responsibility to help members navigate those challenges successfully.

I believe effective leadership requires balancing sound risk management with practical solutions that allow REALTORS® to serve their clients effectively. My commitment would be to listen first, prepare thoroughly, and work collaboratively with fellow directors, staff, and members to advance the mission of GPSR.

Most importantly, I would view service on the Board as an opportunity to give back to a profession that has given me so much. I would be honored to be of service to the members of GPSR.

- ***Dale Line - BRIX Realty Group***

I am honored to be a candidate for the Greater Palm Springs REALTORS® Board of Directors. Since becoming a member of GPSR, I have appreciated the Association's commitment to supporting REALTORS®, advocating for our industry, and promoting the highest standards of professionalism and ethics. I would be grateful for the opportunity to give back by serving our membership in a leadership role.

Throughout my career, I have believed that the strongest organizations are built on integrity, transparency, collaboration, and accountability. These principles have guided me both as a REALTOR® and throughout more than 25 years in the investment management industry, where I developed experience in financial oversight, strategic planning, and thoughtful decision-making. I also currently serve as Treasurer of my homeowners association, working alongside fellow board members to responsibly manage finances and represent the interests of our community.

As a REALTOR® with experience serving clients in both the Coachella Valley and New York City, I have gained a broad perspective on the opportunities and challenges facing our profession. While every market is unique, one thing remains constant: our success depends on ethical leadership, professional excellence, and a strong REALTOR® community working together.

If elected, my goal will be to serve as an accessible, engaged, and thoughtful representative of our members. I believe every member deserves to feel informed, heard, and valued. I will support open communication, encourage meaningful dialogue, and work collaboratively with fellow directors to make decisions that strengthen our Association and benefit the membership as

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a whole.

I am committed to supporting the programs, advocacy efforts, education, and professional standards that make GPSR a valuable resource for REALTORS®. By listening to member feedback, maintaining a focus on transparency and accountability, and always acting in the best interests of the Association, I hope to help ensure GPSR continues to grow and thrive.

It would be an honor to serve the members of Greater Palm Springs REALTORS® and contribute to the continued success of our Association, our profession, and the communities we serve.

- ***Paul Cain - Keller Williams Realty***

I am honored to be considered for the Greater Palm Springs REALTORS® Board of Directors. As a REALTOR® since 2021, I believe I can bring a fresh perspective while respecting the experience and knowledge of those who have served before me. Successful organizations evolve by embracing new ideas while remaining grounded in the values that have made them successful, and I would welcome the opportunity to contribute to that balance.

Throughout my career, I have worked in several different industries and have served on multiple boards, including as Co-Founder and President of the Coachella Valley Referral Partners. These experiences have taught me the importance of collaboration, thoughtful leadership, and finding practical solutions that serve the greater good rather than individual interests. I understand that no single person has all the answers, and I believe the best decisions come from listening carefully, considering multiple perspectives, and working toward consensus.

One of the principles that guides my leadership is to always put the organization first. I approach every decision by asking what is best for the membership as a whole, even when it may differ from my personal preferences. I also believe in trusting the collective wisdom of a board. Healthy discussion and respectful debate lead to stronger decisions, and I value working collaboratively with fellow directors to move the Association forward.

If elected, my goal is to help ensure GPSR remains a strong, member-focused organization that continues to adapt to the changing needs of our profession. As our Association continues to grow and welcome new members, I believe it will be important to approach opportunities and challenges with an open mind, fairness, and a commitment to serving all members equally. My focus will be on supporting thoughtful governance, maintaining high professional standards, and helping the Association continue to provide value through education, advocacy, and member engagement.

I would be honored to continue serving Greater Palm Springs REALTORS® as a member of the Board of Directors. Thank you for your consideration and for the opportunity to give back to an

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organization that plays such an important role in supporting our profession and the communities we serve.

- ***Melissa Lundgren - Berkshire Hathaway HomeServices***

I believe strong associations are built through service, relationships, education, and member engagement. If elected, I would be honored to support the 2027 President's agenda and work alongside the GPSR leadership team to help our association continue to grow, thrive, and serve our members.

- **Support the 2027 President's agenda** and serve with the GPSR leadership team with the highest level of professionalism, integrity, ethics, and member-focused leadership.
- **Increase member outreach** and engagement through education, networking, committees, leadership opportunities, and association events.
- **Support membership growth** by warmly welcoming REALTORS® throughout the Coachella Valley and creating opportunities for members to feel connected, valued, and included.
- **Extend** empathy, respect, and professionalism to members impacted by the former CDAR merger, recognizing the years of service many invested in building and serving their association. This transition presents an **opportunity** for GPSR to **grow** organically by leading with inclusion, understanding, and professionalism.
- Focus on **attracting and retaining** members by showcasing GPSR's strengths, professionalism, educational opportunities, member benefits, and the value of belonging to a supportive REALTOR® community.
- Continue **positioning** GPSR as the premier local REALTOR® association serving Palm Springs, Palm Desert, Cathedral City, Rancho Mirage, Indio, La Quinta, and the entire Coachella Valley.
- **Explore** opportunities to expand collaboration with local REALTOR® organizations and industry groups, including YPN, the LGBTQ+ Alliance, California RRC/CRS, neighboring associations, and industry partners.
- **Encourage** joint education classes, lunch-and-learns, networking events, and leadership development opportunities that benefit members throughout the Valley.

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- **Continue** supporting the successful quarterly member mixers that provide valuable networking, relationship-building, and community-building opportunities.
- **Explore** quarterly visits by leadership team members to local brokerage office meetings to promote membership benefits, personally invite members to meetings and events, highlight educational opportunities and speakers, and strengthen REALTOR® and Affiliate relationships.
- **Explore** dedicating a portion of annual fundraising efforts toward improving GPSR's classroom and meeting spaces, with an emphasis on audio-visual equipment, technology, and presentation capabilities.
- **Increase** engagement with YPN members and encourage future volunteer leaders.
- **Support** leadership development and succession planning to ensure GPSR remains strong, relevant, and well-positioned for future generations of REALTORS®.
- **Promote** a culture of service, collaboration, inclusion, diversity, professionalism, and community throughout the association.
- Through service, collaboration, professionalism, and inclusion, I hope to help GPSR continue to be the trusted voice and professional home for REALTORS® throughout the Coachella Valley.

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