

**2022 Board of Directors
Candidate Information - Class A Director**

Name

Gene Millman

Organization

REcolorado

City

Greenwood

State

Colorado

Region Served

Colorado - Denver Front Range, Steamboat Springs, South-Central Colorado

Professional Title

President/CEO

Have Held Above Position Since (Month/Year)

July 2020

Number of Years in Industry

35+ Years

Number of MLS Subscribers

26,609

Number of Years as a CMLS Member

10

What Section Councils have you served on?

None at this time.

What CMLS workgroups have you or are you serving on?

None at this time.

What CMLS appointments do you have or are you serving on?

None at this time.

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What other organizations are you active with?

COVE Group, NAR Committees and Advisory Boards, RESO

Are you a director or officer of any other organizations? What orgs? What position?

Not at this time.

Events you regularly attend

CMLS Annual Conference, CMLS Brings It To The Table, NAR Legislative and Annual, Clareity/CoreLogic MLS Exec Workshop, Inman Connect, T3 Summit

What do you see as the greatest opportunity for the MLS industry?

There are countless opportunities for the MLS industry, many of which can only be realized when we band together to clearly articulate our value and the crucial part we play in helping brokers succeed and facilitating a strong real estate marketplace. This includes giving our customers and consumers access to a broad data set with complete and reliable property information at its core. Whether by sharing data or through consolidation, it is time to erase our artificial boundaries and unite. Additionally, our industry will be stronger when we shift from our traditional model of business to business (B2B) or MLS to broker/agent, to a business-to-business-to-consumer (B2B2C) model that unifies and strengthens the relationship between the broker/agent and the consumer. The MLS plays a vital role in meeting consumer needs and making the market work. I want to continue the work of identifying and meeting consumer needs while carrying forward strong messaging about value the MLS plays.

What do you see as the biggest threat to the MLS industry?

In many respects, I see the MLS itself as its own biggest threat, especially when it comes to our ability to be nimble and change quickly. The way we responded to the coronavirus crisis has proven we can change. I was extremely impressed with how we adapted and continue to adjust to the changing environment created by the coronavirus. When our customers could no longer conduct business in person, we responded quickly by launching live-stream open houses and showings, by adjusting MLS rules, and more. We accomplished all of this in the midst of moving our employees to remote working environments. We have an opportunity to embrace the mindset we have had over the last two years and to use the momentum we have created to bring the long-term, impactful change our industry needs to not only survive but thrive. A key component includes putting politics aside and updating the outdated and obsolete MLS organizational structures and governing documents that constrain us and have made it challenging to proactively and swiftly respond to shifts in our marketplace. It is time for us to be bold and to innovate without a crisis. We need to become our own disruptors rather than allowing outside entities disrupt us.

What is your primary motivation for wanting to serve as a CMLS director?

My motivation to serve as a CMLS Director is simple. I believe if you are passionate about what you do every day and the industry you serve you should get involved! I love being a participant rather than a spectator and have used that philosophy throughout my career to play an active role in setting the direction

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of our industry. I am passionate about this industry and believe the MLS is so much more than a listing database. In addition to being good stewards of our customers data, we need to continue reinforcing the vital role we play in making the market work. As a CMLS Director, I will not only get involved, but will also listen to understand rather than listening to reply. I will continue to ask and challenge answers that include, Because we have always done it that way. I identify strongly with a quote by Warren Bennis. A great leader gets their organization to dance to music yet composed. I am confident I am a leader who can be an asset to CMLS by assisting with their mission to lead this industry forward.

What are your leadership strengths and skills and how will they enhance the CMLS Board of Directors?

I have a broad and extensive real estate background and have been very involved in the industry, which I feel are unique and defining qualities. I began my career in 1985 as an agent with a large brokerage, and from there moved to managing a large regional brokerage office and owning my own company. Most recently, my role has been as CEO of both medium and large MLS organizations. Throughout my career I have made engagement a top priority. I have served as an officer on local and state association boards and was a director as well as a vice president and president. Additionally, I have been very engaged with MLS boards, which includes serving as Chair of TREND MLS and Vice Chair of Bright MLS. I am also a member of the COVE Group, the NAR Executive Advisory Board, and the Multiple Listing Issues and Policies Committee. I understand and have the highest level of respect for every role in our industry and have walked in the shoes of those for whom we work. In every position I've held, my focus has been on empowering those around me and serving the customer. I will bring that same focus, as well as my passion for the industry, to CMLS.

Short Bio

Gene Millman has more than 30 years of real estate experience. He began his career as a sales associate and then transitioned into management where he held positions as a Broker-Manager and Director of Training, Career Development, and Consulting. In 2004, Gene opened his own company, Millman Realty, and served as President and Managing Member until April of 2011 when Emory Hill Millman West Real Estate was formed through a merger. He then re-established his own brokerage, Gene Millman Real Estate Services, LLC, in 2016. Gene's leadership and experience led him to the Board of Directors for TREND MLS, where he served as Chairman from 2013 to 2016. Following the merger that created Bright MLS, he transitioned to the newly created Board of Directors and served as Vice Chair. Gene's passion for the MLS uniquely qualified him for his move in 2017 to the Northern Nevada Regional MLS (NNRMLS) where he served as CEO prior to joining REcolorado as President and CEO.