

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

Name

Nicole Jensen

Organization

realMLS

City

Jacksonville

State

FL

Region Served

Northeast Florida

Professional Title

CEO

Have Held Above Position Since (Month/Year)

1

Number of Years in Industry

24

Number of MLS Subscribers

10,000

Number of Years as a CMLS Member

23

What Section Councils have you served on?

Governance

What CMLS workgroups have you or are you serving on?

CMLS2021 Content, CMLS Data Access Concepts Input and Review Group, CMLS Workshops Workgroup,

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

NAR AE Committee

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What other organizations are you active with?

NAR, NEFAR, Florida Realtors, MIBOR REALTOR Foundation (previous)

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

No

Events you regularly attend

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

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

Our ability to continue to adapt to best serve our Participants and Subscribers so they can continue keeping their clients In The Know®. Focus on creating efficient marketplaces while listening to our brokers to understand their needs.

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

The trifecta of the DOJ, FTC and lawsuits all claiming antitrust plagues our industry. We must tell our story and defend the MLS's pro-consumer and pro-competitive role in the real estate transaction.

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

Empowering our organization to truly be the voice for Multiple Listing Services throughout the nation. Turbulent times call for dynamic leaders.

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

I am overly honest and usually end up saying what everyone else is thinking, while being diplomatic. I am extremely passionate about the MLS as it is truly my life's work. Finally, I approach all leadership roles as a strategic thought leader. I believe in educating and engaging stakeholders to find the best way forward.

Short Bio

Nicole Jensen is the CEO of realMLS serving Northeast Florida. In this role she empowers talented teams who manage every aspect of the Multiple Listing Service and other technology tools which keep realMLS members and their clients "In The Know™".



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Jensen's previous service to the MLS industry includes, VP of Business Technology for the MIBOR REALTOR® Association in Indianapolis, CEO of the Palm Springs Regional Association of REALTORS® & MLS and the Executive Vice President of the REALTORS® Association of Lincoln and Midlands MLS in Nebraska. She began her MLS career in 1997 as an MLS Administrator. Overall, Jensen has 27 years of experience in the real estate industry having begun her real estate career as a licensee and agent support staff member.

She holds NAR's REALTOR® Association Certified Executive (RCE) designation and a master's degree in Organizational Management. A long-time member of Council of Multiple Listing Services (CMLS), she has the CMLX1 & 2 designations and completed CMLX3-Leadership Academy.