

Greetings CAAR Membership, my name is Roxanne Carter-Johnston and I'm applying for the position of Board of Director for a One or Three Year Term.

Since becoming a REALTOR® 11 years ago, I've learned that being an exceptional real estate professional means more than focusing on sales. It requires commitment to clients, personal growth, and dedication to both the communities we're a part of, like CAAR, and the ones we serve. As a CAAR member, I have a strong track record of supporting our association's growth. I've served on numerous committees, most recently as Chairwoman of CAAR's first Diversity, Equity, and Inclusion (DEI) Council. As a graduate of CAAR's Pat Jensen Leadership Academy, I dedicated nine months to developing the skills needed to lead within both our Association and the Charlottesville area community. That experience remains invaluable to me.

Outside of CAAR, I have a longstanding commitment to Charlottesville, my hometown. It's been my mission to give back to Cville, which has enriched my life in countless ways. My community work began nearly 10 years ago with the Charlottesville Chamber of Commerce, where I Co-Chaired the Business Womens Roundtable Quadruplicity event, the area's first and only Businesswomen's Conference. I've served on the Piedmont Housing Alliance Board of Directors for five years, where I currently serve as Chairwoman of the Board (2023) and Chair of the Governance Committee (2022). I am also on the Board of Directors for the Piedmont Community Land Trust and have served three years as a Trustee for Tandem Friends School.

These roles—and the successes of these organizations—reflect the value I can bring to the CAAR Board of Directors. The achievements I've been a part of are the result of strong partnerships, commitment to excellence, strategic focus, and a drive to grow as a leader. I am confident I can contribute meaningfully to the work of CAAR's Board.

The question of CAAR's value has come up often over the years. We've made progress, but there's room to better understand and address our members' needs while helping them see the opportunities CAAR offers. I believe our association can better serve members by vetting and introducing new technology and services that will help us grow our businesses. Early adoption of these tools will set us a part and enhance our service to clients.

CAAR has set strong standards for Diversity, Equity, and Inclusion, but this work is ongoing and requires continual, intentional focus. I'd like to see our Association foster an even healthier culture that encourages creative, collaborative work with a DEI lens. When DEI becomes part of our Association's DNA, we will attract and retain greater diversity within CAAR.

Thank you for your consideration!