
(Fincham, Woody)

From ClickDimensions <notification@system.clickdimensions.com>

Date Tue 9/1/2026 9:25 AM

To Ali DiGuardo <alexandra@caar.com>

- [Fincham, Woody](#)

Hello, A candidate application has been submitted for the CAAR 2027 Board of Officers & Directors.

Thank you!

Information Submitted

Please enter your full name:	woody fincham
Please enter the email address you associate with CAAR below:	wfincham@cvillevalue.com
Please enter your mobile number:	7577507877
Please enter your brokerage's name:	Fincham & Associates
How many years have you been in real estate	27
I hereby submit my application for candidacy for the following role(s) - check all that apply:	3-Year Director
I hereby submit my application for candidacy for the following role(s) - check all that apply:	Treasurer
Do you have an active real estate license as defined by	Yes

the Department of
Professional & Occupational
Regulation (DPOR)

Have you been a REALTOR®
in good standing for at least
three (3) successive years
preceding candidacy Yes

Have you been a REALTOR®
in good standing at least 18
months with CAAR Yes

Have you had a National
Association of REALTORS®
(NAR) Code of Ethics
violation within the last five
(5) years No

Have you had an Article 10
violation of the NAR Code of
Ethics within the last five (5)
years No

Do you have a violation
issued by the Virginia Real
Estate Board (VREB) within
the last five (5) years No

Have you had a violation
issued by another state real
estate board within the last
five (5) years No

Have you had a felony
violation of state or federal
law within the last five (5)
years No

Have you previously served
as an Officer or Director of
CAAR Yes

Have you served as a
volunteer for another
REALTOR® organization Yes

If you answered yes above,
please use the space below
to describe: I was a BOD member for 3 years, then the Treasurer

Have you served on the
board of another REALTOR® No

organization within the last three (3) years

Have you served on a board of another organization within the last three (3) years

Yes

If you answered yes above, please use the space below to describe:

Hampton Roads Chapter of the Appraisal Institute

If elected I will faithfully fulfill all duties, including meeting attendance and participation, and will serve and abide by the Association's Policies and Procedures.

Yes

Which position(s) are you applying for and why

I am running for both Treasurer and a three-year seat on the Board of Directors. I served as CAAR's Treasurer in 2025 and as Treasurer for HRAI in 2024, so I know what the role actually asks for: reading the financials closely enough to ask the uncomfortable question before money is committed, and then explaining the answer to the membership in plain terms. CAAR is in the middle of decisions - the MLS evaluation chief among them - that carry financial consequences well past the budget year in which they are signed. Continuity in that seat has value right now. I am also asking for the Director seat because the Treasurer's work is only useful when it connects to the Board's broader decisions. If the membership prefers someone else in the Treasurer's chair, I would still like to serve as a Director. My interest is in the Association's financial stewardship and governance, not in a particular title.

What experience or perspective will you bring to the Board of Directors

Two things: fiduciary experience, and a different seat at the table. On the first, I have served as Treasurer for CAAR in 2025 and for HRAI in 2024, and I am a principal and co-founder of Fincham & Associates, a firm my son and I own and operate. Budgets, contracts, payroll, and cash flow are not abstractions to me. On the CAAR MLS Evaluation Project Team I built the cost comparison models across the three vendors under review, along with SWOT analyses, vendor question memos, and a governance analysis of the MLS Operating Agreement redline. That is the level of diligence I believe a board owes its membership before a multi-year commitment. On the second, I am an appraiser rather than a brokerage practitioner. My work covers residential and commercial assignments, appraisal review, and litigation and non-lending work, and I teach as an Appraisal Institute-approved instructor. I read the same MLS data our members produce, from the other side of it, and I see

where data quality helps or hurts everyone downstream. I also live and work in Fluvanna, which keeps the outer counties in view alongside the urban ring.

What do you see as a major issue(s) facing the Association in 2027

Three, in the order I would rank them. First, the MLS decision and everything that follows it. Whichever direction the Association goes, 2027 will be about execution: migration, training, contract administration, and data policy. The number on the invoice is rarely the whole cost. The Board will need to watch the implementation as closely as it watched the selection. Second, membership economics. Transaction counts drive dues-paying membership, and neither is guaranteed to grow. The question the Board should be able to answer without flinching is what a member receives for the dues, and whether that answer would satisfy someone deciding whether to renew. Third, compliance risk from the continuing practice changes. Written buyer agreements and compensation transparency are settled as requirements but not yet as habits. Practical education and clear guidance keep members out of trouble, and that is a legitimate use of Association resources.

What will you do to build a diverse, equitable, and inclusive Association

I would start with participation, because that is what a board can actually influence. Committee and leadership rosters in most associations fill from a small, familiar pool. Publishing what each committee does, what the time commitment is, and how a member gets appointed removes a barrier that has nothing to do with anyone's ability. Second, geography and practice type. CAAR covers Charlottesville and Albemarle, Fluvanna, Greene, Louisa, and Nelson, and its members include brokers, agents, appraisers, and affiliates operating at very different scales. A member in Louisa running a two-person office should not have to rebuild a workday to participate. Meeting times, locations, and virtual access are inclusion decisions whether or not we label them that way. Third, fair housing. Our members carry real legal obligations, and appraisers carry parallel ones. Ongoing, practical education rather than a once-a-cycle checkbox protects the public and the membership at the same time. Finally, measurement. If we say we want a broader Association, we should track who applies, who serves, and who renews, and report it. Without that it stays a sentiment.

Will you be creating a video?

No

Upload a Current Headshot

[Woody-Fincham-Square-Crop.jpg](#)

Committees

	Committee	Term Begin	Term End	Position	Status Reason
Fincham, Woody	MLS Evaluation Project Team	3/9/2026 12:00:00 AM	11/30/2026 12:00:00 AM	M - Member	Current
Fincham, Woody	MLS Rules & Regs Committee	1/1/2026 12:00:00 AM	12/31/2026 12:00:00 AM	M - Member	Current
Fincham, Woody	Budget & Finance PT	7/1/2025 12:00:00 AM	12/1/2025 12:00:00 AM	CH - Chairman	Expired
Fincham, Woody	Professional Standards & Grievance	2/26/2025 12:00:00 AM	12/31/2025 12:00:00 AM	M - Member	Expired
Fincham, Woody	Operations Committee	1/1/2025 12:00:00 AM	12/31/2025 12:00:00 AM	TR - Treasurer	Expired
Fincham, Woody	Board of Directors	11/14/2024 12:00:00 AM	12/4/2025 12:00:00 AM	TR - Treasurer	Expired
Fincham, Woody	Strategic Planning Committee	6/3/2024 12:00:00 AM	11/30/2024 12:00:00 AM	M - Member	Expired
Fincham, Woody	Professional Standards & Grievance	4/10/2024 12:00:00 AM	12/31/2024 12:00:00 AM	D - Director	Expired
Fincham, Woody	Professional Development	1/1/2024 12:00:00 AM	12/31/2024 12:00:00 AM	BL - Board Liaison	Expired
Fincham, Woody	Board of Directors	12/7/2023 12:00:00 AM	12/4/2024 12:00:00 AM	D1 - Director 1 Year	Expired
Fincham, Woody	Professional Standards & Grievance	2/7/2023 12:00:00 AM	12/31/2023 12:00:00 AM	M - Member	Expired
Fincham, Woody	Communications Committee	1/1/2023 12:00:00 AM	12/31/2023 12:00:00 AM	BL - Board Liaison	Expired
Fincham, Woody	Board of Directors	12/8/2022 12:00:00 AM	12/6/2023 12:00:00 AM	D2 - Director 2 Years	Expired
Fincham, Woody	Pat Jensen Leadership Academy	9/7/2022 12:00:00 AM	3/16/2023 12:00:00 AM	P - Participant	Expired
Fincham, Woody	MLS Rules & Regs Committee	1/1/2022 12:00:00 AM	12/30/2022 7:00:00 PM	BL - Board Liaison	Expired
Fincham, Woody	Board of Directors	12/9/2021 12:00:00 AM	12/7/2022 7:00:00 PM	D3 - Director 3 years	Expired
Fincham, Woody	Comparable Listing Data PT	12/4/2019 12:00:00 AM	3/31/2020 8:00:00 PM	M - Member	Expired