

Officers & Leadership Application

Submitted At

09-16-2026 15:58:56

What office position are you seeking?

First Vice President 2027 (election in FALL 2026)

Name of Candidate

Cheyenne Gillooly

Email

cheyenne@kw.com

Contact Phone

12069620801

NRDS ID#

869061876

Local Association

Seattle King County

Firm Name

Keller Williams Greater Seattle

Designated Broker Name

Lindsay Sargent

Have you held the President position on the local level?

Yes

Please provide the date(s) you've held the President position at the local level.

2026

Have you held the Vice President position on the local level?

Yes

Please provide the date(s) you've held the Vice President position at the local level.

2025

Have you held a Secretary/Treasurer position on the local level? If so, please provide the date.

Yes

Please provide the date(s) you've held the Secretary/Treasurer position at the local level.

We dont have this position, but it falls under Exec Duties

Have you held a Committee Chair position on the local level?

Yes

Please provide the date(s) and name(s) of the committees that you've held the Committee Chair position at the local level.

2023 Business Practices

2024 Business Practices

2025 Leadership Development

2025 Planning Committee

2022 Young Professionals Network (YPN)

2024 YPN Advisory PAG

Have you held a Local Director position on the local level?

Yes

Please provide the date(s) you've held the Local Director position at the local level.

2022-2026

Have you held a Committee Member position on the local level? If so, list committee(s).

Yes

Please provide the date(s) and committee name(s) of the committees that you've held the Committee Member position at the local level.

2025 Business Practices Committee Member

2026 Business Practices Committee Member

2025/2026 First Citizen Planning Committee Committee Member

2025/2026 First Citizen Selection Committee Committee Member

2023 Global Real Estate Council Committee Member

2024 Global Real Estate Council Committee Member

2025 Global Real Estate Council Committee Member

2026 Global Real Estate Council Committee Member

2022 Government Affairs Committee Committee Member

2023 Government Affairs Committee Committee Member

2024 Government Affairs Committee Committee Member

2025 Government Affairs Committee Committee Member

2026 Government Affairs Committee Committee Member

2024 Member Services & Communication Committee Member

2025 Member Services & Communication Committee Member

2026 Member Services & Communication Committee Member

2023 Planning Committee Committee Member

2024 Planning Committee Committee Member

2026 Planning Committee Committee Member

2024 RPAC Sub-Committee Committee Member

2025 RPAC Sub-Committee Committee Member

2026 RPAC Sub-Committee Committee Member

In the past five years have you served as an Officer at the state level?

No

In the past five years have you served as a Director on the state level?

Yes

Please provide the date(s) you served as a Director on the state level.

2022-2026

In the past five years have you served as a Committee Chair at the state level?

Yes

Please provide the date(s) and committee name(s) you served as a Committee Chair on the state level.

YPN Chair 2024

In the past five years have you served as a Committee Member at the state level?

Yes

Please provide the date(s) and committee name(s) you served as a Committee Member on the state level.

YPN Group 2023-2026, RPAC Trustee Vice Chair 2026, RPAC Trustee 2024-2025

Please list the dates of the last two WR Board Meetings you have attended.

Please explain the nature and extent of your activities in the State Association:

Washington REALTORS® is where I really found my place in REALTOR® leadership. I became involved at the state level in 2019 through YPN and an alternate Director, and what started as an opportunity to connect and contribute quickly grew into a much deeper commitment to the organization.

I went on to serve as Washington REALTORS® YPN Chair in 2024, completed the LEAD program, served on the Nominations Committee, and currently serve on the Operations Committee and as Vice Chair of the RPAC Trustees.

But my involvement has never just been about committee seats. I show up. I participate, ask questions, build relationships across the state, advocate for our members and our industry, and look for ways to bring more REALTORS® into the work we are doing.

Over the last several years, Washington REALTORS® has given me opportunities to learn, lead, and serve alongside incredible people. Each experience has strengthened my commitment to this organization, our members, and where we are headed next. I am excited about the opportunity to serve at a higher level, and I am ready to do the work.

List any other experiences, e.g., community boards and/or service groups, task forces that you've served on.

Washington Athletic Club 20's 30s Committee Member 2021-2023,

Washington Athletic Club Engagement Committee Member 2024

Washington Athletic Club Membership and Marketing Committee Member 2024

Washington Athletic Club Membership and Marketing First Vice Chair 2025-2026

Washington Athletic Club Board of Governors 2025- Present

Washington Athletic Club HR and Benefits Chair 2026-2027

Have you completed a leadership training program? If so, when and what was the name of the program?

LEAD w Steve Franks Before Spring Conference 2024

What do you think is the greatest opportunity facing the Association in the next 12-24 months?

Modernizing Connection is our biggest opportunity. WR has incredible resources, advocacy and leadership opportunities, and our local associations have incredible relationships with members. The opportunity is connecting those two things better. If we can make it easier for a REALTOR® to understand what their local, state and national associations are doing for them, find a place to belong, and see a pathway to leadership, we don't just create more engaged members. We create members who stay. People don't show up because we tell them to, they do because they are inspired to.

What do you see as the greatest challenge facing the Association in the next 12-24 months?

Connection. The world is noisy. We need to find the right people and pathways for them to thrive and stay engaged. Access should not just be "who you know". Our relationships need to be about opening doors, not becoming the doors. Who are our members? Who are they going to be in 5 years?

Have you, or will you, complete the following requirements in order to serve on the WR Executive Committee by January 1 of your term year?

Yes

The Nominations Committee will check with your Local Association Executive to broaden your background review. Do they have permission to contact your current broker/manager?

Yes

1. What do you think are the key issues facing the Association over the next two years?

1. Retention Deficit & Over-Reliance on Attendance Metrics

Associations frequently confuse event turnout with long-term member health, celebrating high headcount numbers like "150 people in the room" while ignoring what happens after the room clears. Measuring success strictly by initial attendance creates a false sense of security that masks underlying membership churn. When associations fail to track whether an event actually inspired a participant to take their next step, they miss the critical shift-missing the long term cultivation.

Demographic Vulnerability & Early-Career Churn

National data paints a stark picture of an aging industry where the typical REALTOR® has 13 years of experience, while new agents with less than a year in the business represent just 11% of total membership. The two demographics at the absolute highest risk of dropping out are professionals under 35 and those in their first five years in real estate. (And income level, but that varies a lot across our State) During this fragile window, newer agents are actively evaluating whether the association understands their daily business struggles, offers immediate value, or provides a clear path forward making early disengagement our most pressing vulnerability.

Passive Committee Structures & Lack of Personal Belonging

Traditional, top-down calls urging members to "get involved" or "join a committee" consistently fall flat because they rely on obligation rather than connection. When newer or younger professionals walk into association spaces, they often feel unseen or unable to identify where they fit into established leadership hierarchies. Without a clear, welcoming bridge between local relationships and state-level opportunities, members quietly disengage before they ever realize the full value of their membership.

2. Please offer solutions or address the key issues you've listed above.

This is a relationship business. We should take an audit of who we have, beyond just our DB and Broker Owners, who are our Ambassadors? Key Stake Holders? Biggest Influencers? Because as our world continues to modernize, so will their brokerage models and WR has a massive opportunity to be the stable force for our members when they need us the most.

3. In previous leadership positions how did you handle instances of budget surplus or deficit?

We should never be surprised by a deficit, we plan for them. Operationally being fiscally responsible is important regardless of where our budget is for the year. While I hate raising dues, we raised dues for the first time in 13 years and added incremental increases with CPI. When our First Citizen event had a Surplus this year, we allocated funds for next year's event, donated to RRF and collaborated with our recipient to make a donation to a charity of her choice.

4. What steps can WR take as a leadership position to ensure that REALTORS® are the source of information for the real estate industry in the state of Washington?

Equip Members to be Trusted Community Leaders. Real leadership extends far beyond our own industry meetings. By aligning WR's statewide resources with local partnerships...working alongside builder associations, housing-focused nonprofits, and civic leaders...we position REALTORS® as essential community problem-solvers. When consumers and local officials see REALTORS® actively leading local housing solutions, our value as the go-to real estate resource becomes undeniable

5. How are you going to keep Directors involved in committees?

Keeping local directors engaged comes down to respecting their time and demonstrating clear value. We keep them involved by shifting toward flexible, project-focused committee work and making sure every discussion ties back to member value. We need to arm local directors with turn-key tools and treat them as the subject matter experts for their regions. Committee work stops feeling like an obligation and starts feeling like an opportunity to lead.

6. How will you effectively deliver the information you receive from the committees to the Directors and members?

With tools they can immediately share at their local board meetings, office sales meetings, or town halls. When we make state insights simple, digital, and practical, we don't just inform our members...we empower them. I want to package committee outcomes into turn-key, bite-sized assets

7. Are you signed up on the NAR "Calls-to-Action"?

Yes

8. How do we convey to members the importance of responding to “Calls-to-Action” on Legislative issues?

'Here's why this matters to our local market right now, and here's how to do it in 30 seconds'. By equipping our local leaders with turn-key video briefs and quick talking points, they become the trusted voice driving action locally.

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9. Why are you seeking this position and what is your vision for the Association?

I believe Washington REALTORS® can accomplish far more together than we can separately. I have spent years building relationships across local, State, and National leadership, and I want to put those connections to work for our members. My vision is to modernize how we connect State resources with local relationships. I want to ensure every local leader is equipped to be the primary subject matter expert in their community, champion housing opportunities in Olympia, and show every REALTOR® in Washington that there is a clear place for them to belong and lead at this table... I am ready to do the work. :)

10. If you are not elected, what do you see as your role with the Washington REALTORS® in the future?

Whatever the election outcome, I am invested in what we can accomplish together. I'll be supporting our leadership team, contributing to State committee work, and asking that same core question: 'What can we do better together?' Because at the end of the day, being together isn't the goal...what we accomplish for our members is.

11. Are you willing to support and defend, if necessary, the Washington REALTORS® position, legislative or otherwise, even though you personally disagree with the Association's adopted positions or policies?

Yes, absolutely. When you take an officer position, you step up to represent the entire organization, not your personal one. Our association's policies are vetted and voted on by our members leaders. While I will always share my perspective during the internal debate, once a position is adopted, I will support it 100 %.

Name

Russ Hokanson

Company

Seattle King County Realtors

Title

CEO

Contact #

425-974-1021

Email

rhokanson@nwrealtor.com

Statement in support of candidate:

See attached.

OR upload their recommendation here.

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Name

Mark Kitabayashi

Company

Windermere

Title

Designated Broker

Contact #

(360)8882210

Email

mark@windermere.com

Statement in support of candidate:

Dear Cheyenne,

Please review the attached endorsement letter. Hope this is good enough for you

Let me know if you need anything else from me,

Respectfully,

Mark M. Kitabayashi

OR upload their recommendation here.

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Name

Tiffany Claxton

Company

Spokane Association of Realtors

Title

CEO

Contact #

5099193755

Email

tiffany@spokanerealtors.com

Statement in support of candidate:

Tiffany is sending a letter.

Please upload your best photo of yourself.

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I realize the position I am seeking will require me to spend additional time, effort and personal funds. At the very least, I shall be expected to attend all WR meetings, serve on at least one committee and provide communications between my local association and WR.

A handwritten signature in black ink, consisting of a large, stylized 'Q' followed by a small horizontal stroke.

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Submission ID

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To Whom It May Concern:

I am proud to personally recommend **Cheyenne Gillooly** for the office of **First Vice President of Washington REALTORS®**.

Over the time I have known and worked with Cheyenne, I have come to appreciate not only the leader she is, but the way she chooses to lead. Cheyenne is someone who genuinely wants to understand people. She listens, she asks thoughtful questions, and she is willing to have the conversations necessary to find solutions—even when the issue is complicated or the perspectives around the table are very different.

That quality stands out to me.

In our industry, and particularly at the state level, we are often navigating issues where there is no simple answer. The needs of REALTORS® in Spokane may look very different from those in Seattle, Southwest Washington, or smaller communities throughout our state. Cheyenne understands that. She does not assume that one perspective represents everyone. Instead, she makes the effort to engage people, understand what is happening in their communities, and bring stakeholders into the conversation.

I have personally seen Cheyenne's willingness to engage rather than avoid difficult or complex issues. She is comfortable asking questions, hearing perspectives that may differ from her own, and working toward solutions that serve the broader organization. I deeply respect that about her.

Cheyenne is also someone who understands that leadership is about relationships. People need to know they have been heard, even when the eventual answer may not be exactly what they hoped for. She has an ability to create that connection while still keeping conversations productive and focused on moving forward.

As a local association CEO, I understand how important it is to have statewide leaders who recognize that Washington REALTORS® is strongest when there is meaningful communication and partnership between the state association and its local associations. I want leaders at Washington REALTORS® who will pick up the phone, ask what is happening in our communities, listen when concerns are raised, and then work alongside us to find solutions. **Cheyenne is that kind of leader.**

I also know that the office of First Vice President is not simply about the year ahead. It represents a commitment to the future leadership of Washington REALTORS® and carries with it a responsibility to serve members throughout our entire state. That requires curiosity, humility, collaboration, and the willingness to bring people together.

Those are qualities I see in Cheyenne.

I trust her willingness to listen. I respect her ability to navigate difficult conversations. And I believe strongly in her commitment to bringing people together to solve problems rather than allowing differences to divide us.

For those reasons, I am proud to personally recommend **Cheyenne Gillooly for First Vice President of Washington REALTORS®**. I believe she will approach this opportunity the same way I have seen her approach leadership—with genuine engagement, thoughtful listening, a collaborative spirit, and a sincere commitment to serving REALTORS® across Washington.

Sincerely,

Tiffany Claxton

Chief Executive Officer

Spokane REALTORS®