

Officers & Leadership Application

Submitted At

09-08-2025 13:41:35

I am seeking the position of:

First Vice President 2026 (election in FALL 2025)

Name of Candidate

Matt Side

Email

matt@evoreal.com

Contact Phone

5092203961

NRDS ID#

871014059

Local Association

Spokane

Firm Name

Realty One Group Eclipse

Designated Broker Name

Jessica Side

Have you held the President position on the local level?

No

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

No

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

No

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.

Young Professional Network 2019 and 2020.

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.

2021 and 2022

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.

Young Professional Network 2018, 2019 and 2020.

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

Yes

Please provide the date(s) you served as an Officer on the state level.

VP Elect of Gov. Affairs 2024 and VP of Gov. Affairs 2025

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.

2023, 2024 and 2025

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.

Legislative Steering 2023, Government Affairs 2025

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.

2020 through 2025 Legislative Steering; 2020, 2021 and 2022 YPN Group; RPAC 2023 and 2025.

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

April 2025 and September 2024

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

I have been involved with WR since 2020 at all but one of the WR Business conferences and all Legislative Days each January. In that time I have served on multiple committees (YPN, RPAC and Legislative Steering) I have chaired the Legislative Steering committee and am currently the VP of Government Affairs. I have served twice on the RPAC committee in the position of Ex-officio and also served as part of the WR Position Statement Workgroup for Tax and Fiscal. Twice I have been invited to participate in the Strategic Planning workgroup lead by our incoming presidents.

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

I served for three years on a local educational non-profit called Project Six19. I ended my time as the board chair in 2017. I have facilitated annual community volunteering with our brokerage, supporting the Spokane Food Bank, Habitat for Humanity, The Ronald McDonald House and SpoCanopy.

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

No.

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

I think our greatest opportunity lies in the fact that Washington State has some of the most challenging housing inventory numbers in our nation. As an association we can impact change by working with public policy makers and the private sector to not just make Washington the place so many people want to live but a place that the same number of people have the ability to live. Our opportunity is to create housing that is both desirable and attainable in the State of Washington.

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

In the wake of the lawsuit settlement with the National Association of Realtors (NAR) which was so quickly on the heels of public scandals within the leadership of the NAR I think our greatest challenge will be our membership numbers and communicating the value of our association. Membership is the life blood of our organization and therefore we must engage members across the entire spectrum of our profession to learn what they value in their business and clearly communicate how our association brings the value that they need and desire.

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?

As I stated earlier I think the key issues our association will be facing in the next two years are, membership and housing inventory.

Membership is what our association is all about. The challenge to our association is to gain member involvement which helps us position value. Too often I hear members say they wish they were not required to pay their association dues because they don't see much or any value for the money it costs. This sentiment has been exacerbated by the NAR settlement from 2024 and several leadership failures in high levels within NAR shortly before that.

Housing inventory and therefore affordability has been a challenge in the state Washington for some time. In the past few years, we have seen great steps and progress in state legislation intended to increase inventory and therefore create affordability by increasing supply. These positive steps forward have often been met with new hurdles presented to us in the form of regulation and administrative process that undermine the original intent. We still have work to do for Washington State to have enough attainable housing.

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

Let me start with talking about housing. We are in a moment where there is incredible momentum around housing. When the Governor of the State of California signs a bill reforming the California Environmental Quality Act in order to build more housing and boost affordability you know there is a wave of reform we want to catch and ride. There is always a balance of respecting and stewarding our environment in one hand and holding growth and development in the other hand. WR has an opportunity to identify the regulatory barriers and partner with public officials and policy makers not necessarily to strip the barriers completely but to review and revise them in such a way that they continue to protect the environment we live in and love and at the same time collaborate on the aspects of regulation that can be modified or removed to allow for the growth we need.

Engaging members is about leaning into what is working and not being afraid to innovate with new ideas. Innovation can be scary. Our current marketing campaign “because we give a ‘bleep’” is a great example of taking a risk to get the attention of our members to make sure they know we are here for them. When we operate in fear that we will make a mistake, or someone may not like something we do it limits innovation which in turn limits the ability to come up with ideas and methods to engage people on a new level. I am not proposing that we tear down everything we are doing. Far from it. I am proposing that we be open to new ideas, even ideas that make us a little nervous at times, understanding that our willingness to fail will ultimately create the opportunities to succeed that we would have never realized.

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

The budget is always a point of conversation and strategy rather than the decision of an individual. Often this conversation and strategy is with the board of directors or in the case of a large organization like WR a committee prior to discussion with the board of directors. Here are some examples of how I have handled these in past leadership positions. In the case of a budget surplus in past positions we have increased reserve balances, paid off debt and even waived a portion of membership dues. In the case of a deficit, the organization had to decide if we would cut expenses or willingly run a deficit budget in order to maintain the services of the organization. In cases where we have run a deficit budget we would do so by using some of our reserves to be able to comfortably operate. Deficit budgets are almost always agreed to only if the timeline is short or the amount is small. For longer term deficits I have been part of organizations that cut costs to balance the budget. This often includes a reduction in staffing which

is usually one of the largest expenses in a budget. Deficit spending is not something I like to do or take lightly. When looking at cutting costs it is important to consider how to reduce expenses without sacrificing the services provided by the organization.

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?

WR is already in a leadership position within the state when it comes to being a source of information for the real estate industry. I would have WR continue to participate in housing coalitions and its engagement of stakeholders in both public and private organizations. It is important that WR always has a seat at the proverbial table when it comes to housing policy and agenda. That seat at the table comes through our highly qualified staff participating in those conversations and maintaining the relationships that extend the invitations in the first place.

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

I'll keep directors involved by working closely with the committee chairs. I think reaching out to individuals by phone or in person at meetings increases the level of participation. Working with the committee chair allows the chairperson to engage their current committee and build the committee roster through relationship and connection.

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

Using multiple media sources is always helpful when communicating with a large group. Obviously at large meetings of the directors, communication can be through reading motions and having individuals involved in the committee work discuss the rationale behind the motions. For large communications with directors and members outside of scheduled meetings the use of video is incredibly powerful and effective and I plan to use it as a method of delivering information.

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?

One power way we can convey the importance of CTAs is through activating local leadership to engage their local members. Last legislative session, when we had a CTA on rent control, I personally messaged leaders within our brokerage community and asked them to reach out to their offices asking for involvement. I reached out to leaders in other associations and asked the same. We had some of the highest CTA engagement we have seen in a very short time and part of that response was simply asking the influencers to speak to their brokers.

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

I am seeking this position to take the next step in serving our state association. I have had the honor of serving as part of the leadership in both Legislative Steering and Government affairs for the last four years. It has been an honor to represent the individual brokers that make up our association and the clients each of us serve. I would be humbled to continue that role of service. Washington Realtors is strong. My vision is to continue to see it grow in strength. WR has been an example for our state and our nation in the midst of housing affordability challenges and fights for consumer transparency. My vision is for WR to continue that legacy as our industry faces incredible changes over the next 5 to 10 years. I want us to be on the forefront embracing the change and even pushing toward it so we can continue to be an example in our industry.

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

I will continue to be involved in the Legislative Days hosted in Olympia each January and serve as a representative of my local association as a director when they have a need. It has been a great honor to serve this association and I will continue that service in any way it is needed.

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?

Absolutely. In my roles in Legislative Steering and Government Affairs I have been able to demonstrate this willingness several times over the years. As a leader in the association it is my duty to be the voice of those I am representing not my own personal voice if the two should conflict.

Name

Kitty Wallace

Company

Re/Max Integrity

Title

Managing Broker

Contact #

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Statement in support of candidate:

To My Fellow REALTORS®

Our industry has been through so much change over the past few years, and with it, our association has had to adapt and grow. In times like these, strong, forward-

thinking leadership is not just important — it's essential.

That is why I am proud to endorse Matt Side for First Vice President of Washington REALTORS®.

Matt is the kind of leader who doesn't just step up when things are easy — he steps up when challenges are the greatest. He leads with integrity, vision, and an unwavering commitment to our profession. He listens, he understands, and he works to bring people together, which is exactly what we need as we navigate the future of Washington REALTORS®.

I believe our association needs leaders who are bold, innovative, and passionate about protecting and advocating for our industry. Matt is all of those things. He is a proven leader and he is ready to guide us into the next chapter, and I know he will work tirelessly on behalf of every member.

I encourage you to join me in supporting Matt Side. With his leadership, I am confident our association will not only meet the challenges ahead but thrive through them.

With gratitude and excitement for the future,

Kitty Wallace

Name

Cheyenne Gillooly

Company

Keller Willaims Greater Seattle

Title

Broker

Contact #

Email

cheyenne@kw.com

Statement in support of candidate:

I am honored to write this letter in support of my friend and colleague, Matt Side, as he seeks election as First Vice President of Washington REALTORS®.

I first met Matt in 2018 when we both attended our very first Washington REALTORS® Fall Business Conference. We came up through YPN together and have experienced parallel growth in our leadership journeys. From the beginning, what has always stood out to me about Matt is not only his professional skill, but the way he leads—with collaboration, care, and integrity.

Matt is a thought leader who approaches every challenge with a mindset of possibility and abundance. He has a rare ability to connect with people across generations, listening with empathy and offering support—whether as a friend, colleague, or successful business owner. In today's environment, when our profession stands at a crossroads in how we communicate with our members and with our clients, I believe Matt is uniquely capable of serving as the bridge we need to move forward together.

I know Matt's decision to run for Washington REALTORS® First Vice President is not one he has taken lightly. It reflects a vision he has carried for years, and it is supported by his family, his peers, and the REALTOR® community that has grown with him. His heart for service, his proven leadership, and his belief in collaboration make him the right leader for this moment.

For these reasons, it is my privilege to wholeheartedly recommend Matt Side for the position of First Vice President of Washington REALTORS®. I have every confidence that he will serve our members, our communities, and our industry with distinction.

Cheyenne Gillooly

Name

Tiffany Claxton

Company

Spokane Realtors

Title

CEO

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tiffany@spokanerealtors.com

Statement in support of candidate:

Dear Washington REALTORS® Selection Committee,

I am writing to offer my enthusiastic and unwavering support for Matt Side as a candidate for First Vice President of Washington REALTORS®.

Having worked closely with Matt through various industry initiatives and professional collaborations, I can confidently say that he is one of the most dedicated, forward-thinking, and principled real estate professionals I have had the pleasure of working with. His commitment to ethical standards, community engagement, and elevating the profession is evident in every aspect of his work.

Matt brings a rare combination of strategic vision and practical leadership. In Spokane, he has earned a reputation not just as a successful REALTOR®, but as a mentor, problem-solver, and tireless advocate for both his clients and fellow professionals. Whether serving on local association committee, working as a legislative key contact, or advocating for property rights and housing affordability, Matt leads with integrity, compassion, and deep knowledge of the issues facing our industry.

His ability to build consensus, listen thoughtfully, and act decisively makes him exceptionally well-suited to take on a statewide leadership role. He understands that strong leadership means showing up—consistently, prepared, and with the long-term health of the profession in mind. I have no doubt that, as First Vice President, Matt will bring those same qualities to the table—representing our members across Washington with the care, clarity, and dedication they deserve.

In a time when our industry is evolving rapidly, we need leaders like Matt Side—leaders who not only understand where we are, but where we need to go. I wholeheartedly endorse his candidacy and urge you to support him for First Vice President of Washington REALTORS®.

Sincerely,

Tiffany Claxton

Chief Executive Officer

Spokane REALTORS®

Please upload your best photo of yourself.



Matt Side Headshot 2019.jpg (<https://paperform.co/file/s3.amazonaws.com/pf-user-files-01/u-28033/uploads/2025-09-08/pw03b39/Matt%20Side%20Headshot%202019.jpg>)

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, appearing to be 'Matt Side'.

<https://paperform.co/file/s3.amazonaws.com/pf-user-files-01/u-28033/uploads/2025-09-08/q843b3j/q833b6z.png>

Submission ID

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