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 Greater Central Louisiana REALTORS® Association  
 4200 Jackson St. ♦ Alexandria, LA 71303  
 (318) 473-8324 ♦ www.gclra.realtor

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AE/CEO | Angela Lavalais  
 President | Dax Roy  
 Chair and Editor | Keary Coffin  
 Editor | Tammy Denny  
 Editor | Stacy Estes  
 Cover Design | Van Roy  
 Staff | Christian Langford

Full Disclaimers on last page of directory.

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# AE/CEO WELCOME



On behalf of the Greater Central Louisiana REALTORS® Association Staff and Board of Directors, I am pleased to introduce our first Digital RE-Source Directory. This directory was birthed to provide you with the resources you need to be successful, at a glance, in a revolutionized digital flipbook. You will have contact information for all Members, Appraisers, and Affiliates all in one place accessible from any electronic device.

Whether you are looking for a REALTOR®, Title Company, Lender, Appraiser, Home Inspector, Home Insurance, or any other service vital to the purchase of your dream home, you will find it right here. This invaluable tool will provide you with necessary contacts and resources that will help you on your quest to homeownership.

GCLRA's vision is to be the voice of Real Estate in Central Louisiana and it is our goal, and that of our partners, to make the process of owning your own home as easy as possible.

Thank you to all the Committee Members, Volunteers and Advertisers. Your teamwork and partnership is what makes this project a great success.

Sincerely,

A handwritten signature in cursive script that reads "Angela Lavalais". The ink is dark and the signature is fluid and legible.

Angela Lavalais  
Association Executive/CEO





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# President's Message



Have you ever wondered what's the difference between a real estate agent and a REALTOR®? Both completed real estate classes and have a license. Both have skills to help you buy and sell real estate and guide you through the process.

But what sets a REALTOR® apart from the agents that do not have the REALTOR® designation?

A REALTOR® is an agent or broker who is a member of the National Association of REALTORS®, the largest trade association in the United States. NAR is the governing body that requires REALTORS® to comply with a strict code of ethics. These ethics include integrity and honesty, fairness, and protecting and promoting the best interests of their clients. This means that REALTORS® are held to a higher standard. REALTORS® who do not practice in compliance with the NAR Code of Ethics can face disciplinary action.

So why choose a REALTOR®? Aside from their compliance to a strict code of ethics, REALTORS® also have benefits over those who are not REALTORS®. REALTORS® have access to information and resources that help them reach more clients and more properties. REALTORS® can access the local Multiple Listing Service and listings that may not be advertised. They also have a network of other professionals that assist them in buying or selling a home. They spend time researching listings to make sure you get the best deal. REALTORS® are experts in their field, guiding you through the process. They care about their clients and the communities, working to make the dream of homeownership a reality. The bottom line is REALTORS® have your best interests at heart.

With all the uncertainty and misinformation in today's world, it's difficult to know who you can trust. When it comes to choosing an agent, interview several. But make sure they have the REALTOR® designation. REALTORS® are held to a higher standard of excellence to provide the best service for their clients. Choosing a REALTOR® will ensure you're getting the best service from a professional with your best interests at heart.

Sincerely,

A handwritten signature in cursive script that reads "Dax Roy". The ink is dark and the signature is fluid and legible.

Dax Roy  
2022 GCLRA President







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## Contact Us

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# About GCLRA

Chartered in 1945, Greater Central Louisiana REALTORS® Association is a professional trade association serving the interests of our members.

GCLRA's service area includes, but is not limited to, Allen, Avoyelles, Catahoula, Evangeline, Grant, LaSalle, Natchitoches, Rapides, and Winn parishes.

Each REALTOR® member of GCLRA is also a member of the Louisiana REALTORS® Association and the National Association of REALTORS®.

GCLRA strives to:

- Advocate and protect rights of sellers and buyers in their real estate needs.
- Uphold high standards of ethical conduct in the real estate industry.
- Support, educate, and promote cooperation and goodwill among its members.
- Serve as a resource for real estate issues in our community.

## GCLRA Vision & Mission

### **Vision**

---

GCLRA is the Resource for all things Real Estate in Central Louisiana.

### **Mission**

---

Safeguarding the rights of property ownership and promoting professionalism to our members. GCLRA is the Voice of Real Estate for Central Louisiana.



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SonyaSellsCenla@gmail.com



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Ph: (318) 302-1252  
kpoisso@gmail.com



**Virginia Rachal**  
Keller Williams Realty Cenla Partners  
Ph: (318) 652-1718  
vrachalrealtor@gmail.com



**Prissy Reap**  
Coldwell Banker Reap Realty  
Ph: (318) 308-2454  
prissy@prissyreap.com



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318.240.3495 / [vanroy@bellsouth.net](mailto:vanroy@bellsouth.net)

**ASHLEY MILLER**

REALTOR

318.305.0968 / [agentamiller@yahoo.com](mailto:agentamiller@yahoo.com)

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225.921.5275 / [bryankroy@aol.com](mailto:bryankroy@aol.com)

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| <p><b>AmCap Home Loans</b><br/>1938 Jackson Street<br/>Alexandria, LA 71301<br/>E-mail: byoungblood@myamcap.com</p> <p>*Youngblood, Brad</p>  | <p><b>Colfax Banking Company</b><br/>21700 Hwy 167<br/>Dry Prong, LA 71423<br/>E-mail: becky@colfaxbanking.com</p> <p>*Daniels, Becky<br/>Smith, Kerri<br/>Willett, Suzy</p>              | <p><b>Magnolia State Mortgage, LLC</b><br/>1412 B Peterman Drive<br/>Alexandria, LA 71301<br/>E-mail: office@magnoliastate.biz</p> <p>*Laborde, Marci<br/>Lemoine, Linda</p>                         |
| <p><b>American South Mortgage</b><br/>100 Versailles Blvd<br/>Alexandria, LA 71303<br/>E-mail: nicki@myamsouth.com</p> <p>Bonnette, Leslie<br/>Jones, Chelsi<br/>*Scales, Nicki</p>               | <p><b>Endurance Mortgage</b><br/>5101 La-28<br/>Pineville, LA 71360<br/>E-mail: stacy@endurancemtg.com</p> <p>Morgan, Misti<br/>*Vercher, Stacy</p>                                       | <p><b>Red River Bank</b><br/>1412 Centre Ct. Dr<br/>Alexandria, LA 71301<br/>E-mail: kate.laborde@redriverbank.net</p> <p>George, Carla<br/>*LaBorde, Kate S</p>                                     |
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| <p><b>Barksdale Federal Credit Union</b><br/>720 Northgate Road<br/>Bossier City, LA 71112<br/>E-mail: mortgagelending@bfcu.org</p> <p>Hairston, Gary<br/>*Hall, Teresa<br/>Mitchell, Brandon</p> | <p><b>Home Mortgage, Inc</b><br/>298 Lawrence Blvd<br/>Pineville, LA 71360<br/>E-mail: will@homemortgagesouth.com</p> <p>O'Neal, Jay<br/>*Voelker, William</p>                            | <p><b>The Evangeline Bank and Trust</b><br/>3700 Jackson St.<br/>Alexandria, LA 71303<br/>E-mail: ruoppoli@therealbank.com</p> <p>*Ruoppoli, Rhonda</p>  |
| <p><b>Capital Area Finance Authority</b><br/>601 St. Ferdinand<br/>Baton Rouge, LA 70802<br/>E-mail: cafainfo@thecafa.org</p> <p>Delahoussaye, Kristin A<br/>*Homer, Bridgette</p>                | <p><b>Homeside Financial</b><br/>1403 Metro Drive Ste. D<br/>Alexandria, LA 71303</p> <p>*Armwood, Brittany<br/>Campbell, Jennifer<br/>Landry, John</p>                                   |  |



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| <p><b>Bayou Title, Inc.</b><br/>1330 3rd St.<br/>Alexandria, LA 71301<br/>E-mail: cece@bayoutitle.com</p> <p align="right"><b>448-8002</b></p> <p>*Domino, Cece D 504-487-2323<br/>Savoie, Herman M. "Butch" 448-8002<br/>Zabasky, Thomas 448-8002</p> | <p><b>Bennett Abstract &amp; Title Co</b><br/>221 N. Monroe St<br/>Marksville, LA 71351<br/>E-mail: jamie@bennettabstract.com</p> <p align="right"><b>253-8233</b><br/>Fax.....253-1701</p> <p>*Bennett, Jamie 253-8233</p>          | <p><b>United Title Of Louisiana</b><br/>1403 Metro Drive, Bldg G.<br/>Alexandria, LA 71301<br/>E-mail: lgray2@utla.com</p> <p align="right"><b>619-9952</b></p> <p>*Gray, Lurah V 619-9952<br/>Lawrence, Benjamin T 619-9952</p> |

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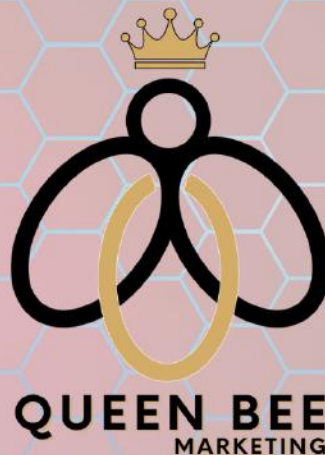
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Walker II, John 794-6769  
Wehunt, Kali 201-6614  
Weidner, Clark 447-6119  
Wenkel, Ashley 419-8241  
Young, Erika 765-421-8422

**Keller Williams Northwest**  
795 Brook Hollow Dr  
Shreveport, LA 71105  
E-mail: ttullos@kw.com

**213-1555**

Fax: ..... 213-1556

McCartney, Brandon L 663-1342  
\*Tullos, Tim A 225-766-7469

**Key Realty, LLC**  
5224 Rue Verdun  
Alexandria, LA 71303  
E-mail: muriel@keyhomes.com

**442-3300**

Fax: ..... 442-3381

Cohn, Dan 214-236-1640  
Corley, Roger 613-7265  
Cunningham, Mark 730-1308  
Giallonardo Tullos, Lynette 452-9704  
Guillory, Teresa A 447-3057  
Heaton, Mariana 955-5554  
Maxwell, Jessica L 419-3106  
Norman, Jon 730-1957  
Schwartz, Deborah K 715-3301  
Van Cleef, Donald 613-1444  
\*Wotton, Muriel D 715-8132

**Kisatchie Realty**  
1703 West ct  
Winnfield, LA 71483  
E-mail: kpoisso@gmail.com

**302-1252**

\*Poisso, Kimberly 302-1252

**Klark Hataway Realty, LLC**  
Klark Hataway  
20426 Hwy 167  
Dry Prong, LA 71423  
E-mail: HKHat2002@yahoo.com

**899-5885**

Fax: ..... 899-9595

\*Hataway, H. K 899-5885  
Lashley, Melinda G 332-1883

**La Land Bank**  
3640 Bayou Rapides  
Alexandria, LA 71303  
E-mail: erica.harding@louisianalandbank.com

**613-8309**

\*Harding, Erica 613-8309

**Landmark Properties Of Central**  
P. O. Box 8833  
Alexandria, LA 71306  
E-mail: stevensnow541@yahoo.com

**623-7653**

\*Snow, Steven 442-1087

**Latter And Blum**  
P. O. Box 12487  
Alexandria, LA 71315-2487  
E-mail: sehgrice@aol.com

**445-7653**

Fax: ..... 473-1577

Bordelon, Chad 308-8893  
Brown-Ranson, Debra S 767-6597  
Bussey, Phyllis F 451-9713  
Carter, Fred 792-2648  
Choate, Sherry T 308-2500  
\*Conway, Caroline L 504-232-6546  
Cupples, Reagan 715-0103  
Daenen, Dale D 730-9278  
Dixon, Alfra 955-0092  
Dixon, Thaddyueus 955-0078  
Ellington, Bill 447-8910  
Francis, Tulena 290-1902  
Grice, Sharon E 447-5083  
Guillory, Carla M 792-5230  
Hodges Jr., Jack R 483-1542  
Holt, Buck 715-4795  
Lemoine, Jamie B 452-7741  
Littlepage, Michelle H 452-1043  
Long, Justin 529-8761  
Lonidier, Hershel L 715-2569  
Mathews, Kathryn S 201-4168  
Mathews, Randy P 419-7086  
McNeal, Rodney G 613-1739  
Merrick, Cain C 359-2583  
Morrison, Tommy L 613-3994  
Neville, Jazmini Y 794-4074  
Nguyen, Cuong 787-4476

# REALTOR® Office by Firm

**Latter And Blum**

Noles, Rodney V 487-0707  
 Rice, Liz 623-0041  
 Rollins, Donna 481-9210  
 Scott, Anthony 903-747-6243  
 Soileau, Cheryl 730-8451  
 Steepleton, Rose W 792-5706  
 Stewart, Archie 792-8685  
 Tanner, Kevrick D 337-212-3806  
 Williams, Dale W 542-8050

**Lawson Realty, LLC**

3504 Masonic Drive 442-7707  
 Alexandria, LA 71301  
 E-mail: myronklawson@gmail.com

Berry, Julian 730-7183  
 Chenevert-green, Shevetta 792-5946  
 Landry, Leroy J 487-4790  
 Lawson, Merriell F 445-2217  
 \*Lawson, Myron K 473-2622  
 Wardsworth-Beasley, Andrea W 613-1611

**Louisiana Lagniappe Realty LLC**

812 Versailles Blvd. 448-4400  
 Alexandria, LA 71303 Fax.....448-0828  
 E-mail: elaine@louisianalagniaperealty.com

Coleman, Cornelius 730-8380  
 \*Setliff, Elaine F 419-4402  
 Stelly, Nancy 729-0790  
 Venson, Ronnie 308-0889

**Louisiana Realty Ink, LLC**

317 South Drive Unit M-1 214-6288  
 Natchitoches, LA 71457 Fax.....352-7879  
 E-mail: sophie.essex@larealtyink.com

\*Essex, Sophie 609-3323  
 Winn, Sharekia 617-2209

**Marvin Dwight Blake Jr.**

130 Lauryn Street 617-1168  
 Natchitoches, LA 71457 Fax.....354-9363  
 E-mail: exclusivehomemortgage@gmail.com

\*Blake Jr, Marvin D 617-1168

**Mike Walker and Associates**

340 Laurie Lynn Drive 225-291-1117  
 Baton Rouge, LA 70819  
 E-mail: mike@mikewalker.net

Hargis, Stephanie 625-1771  
 \*Walker Sr, Mike Ext 21 225-337-5311

**Perego Realty, LLC**

2004 Hartsfield Ave 445-4311  
 Pineville, LA 71360 Fax.....445-0415  
 E-mail: rperego@peregorealty.com

Edwards, Marilyn A 308-5331  
 \*Perego, Randy L 613-0607  
 Powers, Felicia 452-7218

**Priority Real Estate, LLC**

213 University Drive 978-4847  
 Natchitoches, LA 71457 Fax....800-979-4124  
 E-mail: dinahstallworth@gmail.com

\*Stallworth-Lewis, Dinah A 332-8281

**R Home Real Estate**

420 Ed Stracener Road 337-244-9355  
 DeRidder, LA 70634  
 E-mail: smrack@yahoo.com

\*Rackley, Steve M 337-244-9355

**Rax Realty, LLC**

3437 Masonic Drive 712-5729  
 Alexandria, LA 71301  
 E-mail: joyce.rax@gmail.com

Givens, Kristy 290-0445  
 Kador, Jessica E 709-4111  
 McBride, Jimontanae R 792-5939  
 \*Rax, Joyce W 613-6225

**RE/MAX Premier Real Estate**

2800 Jackson Street 427-8005  
 Alexandria, LA 71301  
 E-mail: premierrealestate2800@gmail.com

Cooper, Carol 312-1000  
 \*Dugas, Lori 308-8860  
 Edwards, Shenika 623-1478  
 Flourmoy, Mary 613-0618  
 Ford, Yolanda 730-6073  
 Johnson, Catrice 229-8082  
 Lacour, Aaron 447-7144  
 Riggard, Becky 481-2472

**RE/MAX Real Estate Professional**

926 Washington St 527-0071  
 Natchitoches, LA 71457 Fax.....527-0071  
 E-mail: kathyrichmondrealtor@gmail.com

Cheatwood-Syse, Tiffany 609-1104  
 Deville, Michael 332-6569  
 \*Richmond, Kathryn 332-8357

**Real Broker LLC**

147 Del Norte Ave 855-450-0442  
 Denham Springs, LA 70726  
 E-mail: labroker@therealbrokerage.com

\*LeBlanc, Wendy 225-937-5097

**Real Estate Group of Louisiana**

3770 Hwy 165 Ste D 704-6683  
 Pineville, LA 71360  
 E-mail: angiesikes@aol.com

Bolton, Corey 715-2575  
 Burke, Robert A 787-8653  
 Corbett, Barbara C 715-0367  
 Corbett, Patrick 880-7646  
 Cowart, Joni 277-6114  
 Dryden, Kimberly 623-4549  
 Gibson, Wanda V 419-4663  
 Goynes, Debbie L Ext 2357 794-6365  
 Goynes, Terry 955-4663  
 Rachal, Candice 477-8112  
 Richey, Sara 969-9330  
 Risley, Susan 308-1940  
 \*Sikes, Angela 201-9967

**Realty Experts, Inc.**

100 Gayven Drive 704-6696  
 Ball, LA 71405  
 E-mail: randybrowning@aol.com

\*Browning, Randy D 201-0645  
 Browning, Shana D 640-0681  
 Cross, Douglas W 729-2406  
 Cross, Joanna M 541-7317  
 Daenen, Zachary 452-1480  
 Gill, Holly 201-7132  
 King, Tracy 201-3596  
 Lawrence, Benjamin T 451-5422  
 Pate, Kerl 664-0004  
 Pittman, Nicole 730-8803  
 Reeves, Jessica 715-0911  
 Walker, Heather 447-2625  
 Whiddon, Jeremy 542-3752  
 Williams, Claude 277-1571

**Realty USA, Inc.**

368 South Drive 354-1200  
 Natchitoches, LA 71457-4635 Fax.....354-1203  
 E-mail: bobby@realty-usa.net

Coatney, Diane S 352-8840  
 \*McIntosh, Bobby R 357-8780

**Rhodes Realty, LLC**

404 Rapides Drive 238-3733  
 Natchitoches, LA 71457 Fax.....238-3735  
 E-mail: rodrick@rhodesrealtyla.com

Alston, Cortney 792-5634  
 Bernard, John 352-6545  
 Burton, Regina L 357-8510  
 Carter, Sarah 229-6341  
 Chatman, Helen 664-5846  
 Chavers, Randi 359-2125  
 Cooper, Casey 451-9643  
 Dawson Jr., Lionel 471-4288  
 Deranger, Chad 214-1797  
 Draper, Leslie 709-6882  
 Draper, Naila 709-6882  
 Dubois, Anita 609-0180  
 Ducote, Carley 201-5312  
 Forest, Anna 527-1152  
 Gaspard, Justin 359-3103  
 Gatlin, Kelae 521-3859  
 Janes, Chris 337-529-0085  
 Johnson, Tony W 525-4292  
 Khoury-hayden, Constance 419-0600  
 Knapp Jr, Wayne 201-5756  
 LaGrange, Justin L 663-5202  
 Martin, Billy 471-0968  
 Mayes, Kenneth 308-6176  
 \*McIntosh, Rodrick 792-2585  
 Neal, Hailey 305-5722  
 Perkins, Brittany 787-9470  
 Perkins, James R 220-1888  
 Price, Marissa 451-4450  
 Rhodes, India 504-377-6920  
 Ruggles, Ashley 730-9691  
 Sanders, Deandrea 225-244-3291  
 Smiley, Janna 504-251-7780  
 Stroup, Kristen 542-3141  
 Sylvia, Adele 730-4617  
 Taitano, Haley 332-7770  
 Terrell Jr., Richard 332-7941  
 Todtenbier, Charla M 581-0039  
 Williams, Tina 541-1809

**Ritchie Real Estate**

1268 Dorchester Dr. 449-8919  
 Alexandria, LA 71303 Fax.....449-5605  
 E-mail: manager@ritchierealestate.com

Baillio, Anthony 730-5757  
 Byrd, Jennifer 446-5366  
 Crooks, Amanda 419-4150  
 Hardy, Yvette Y 442-2526  
 Moses, David 308-2044  
 Prestridge, Larry J 715-3599  
 \*Ritchie, Matthew 709-6288  
 Roberts, Winston 715-3003  
 Scroggs, Roland 308-4609  
 Strickland, Terri B 201-1810  
 Vilar, Tommie R 715-3699

**River Rouge Real Estate, LLC**

P. O. Box 82 652-8107  
 Boyce, LA 71409  
 E-mail: aaron@goriverrouge.com

\*Slayter Jr, Aaron 652-8107

**Roch Michael Real Estate**

109 Ogden Street 253-4501  
 Marksville, LA 71351 Fax.....253-4957  
 E-mail: admin@rochmichael.com

Miller, Ashley B 305-0968  
 Roy, Bryan 225-921-5275  
 \*Roy, Catherine M 359-1351  
 Roy, Van 240-3495

## REALTOR® Office by Firm

**Rodney Hatch Real Estate**  
192 Old Beauouef Road  
Deville, LA 71328  
E-mail: rodney.hatch@royomartin.com

**245-2689**

\*Hatch, Rodney 245-2689

**Southern Homes and Land R.E.**  
6612 Cagle Rd  
Pineville, LA 71360  
E-mail: athomewithjoann@yahoo.com

**451-2385**

\*Deville, Jo Ann 451-2385

**Sovereign, LLC DBA Supreme**  
18215 Fountain Hill Blvd  
Praireville, LA 70769  
E-mail: carlos@supremerealtors.com

**225-267-7447**

Fax... 888-505-1620

Bush, Sierra 225-627-8589

**Steven Seale Properties, LLC**  
2239 Worley Dr.  
Alexandria, LA 71301  
E-mail: sealesteven@aol.com

**445-3359**

Fax. .... 445-3367

Aucoin, Kenneth 201-5533  
Moran, Taten 445-3359  
Murphy, Michael 448-1847  
Parker, Blair 613-7766  
Redmon, Donavon 541-0913  
Reed, Michael 229-9791  
\*Seale, Steven P 715-3333

**Straughan Real Estate**  
1703 West Court Street  
Winnfield, LA 71483  
E-mail: thom@kriicket.net

**648-0980**

Fax. .... 648-6053

\*Straughan, Thomas R 628-2169

**Sutton Real Estate Agency**  
P O Box 2239  
Natchitoches, LA 71457-2239  
E-mail: mksutton@cp-tel.net

**352-6267**

Fax. .... 352-8241

Begnaud, Susan 352-7856  
Ford, Loren A 352-8528  
McCauslin, Cathy E 663-5206  
\*Sutton, Mark K 471-6269

**The George Group, LLC**  
1412 Peterman Dr Suite A  
Alexandria, LA 71301  
E-mail: Ronnie@georgere.com

**888-548-7853**

Baker, Cassie 794-6496  
Butter, Arthur 581-0933  
Bynog, Micheal 792-8245  
Dauzat, Gabriel 587-0971  
Derbonne, Dylan 625-1993  
Dousay, Lauren 880-7734  
Flores, Meaghan 306-3336  
Franklin, Melissa 792-2062  
\*George Jr, Ronnie L 715-6251  
Gilcrease, Jacob 269-1215  
Gilcrease, Tara M 269-1218  
Hunt, Tamara 792-4204  
Matlock - Wise, Heather 229-7613  
McManus, Bobbie Jo 315-715-5091  
McManus, Shannon 715-5019  
Potito, Vincent 451-8776  
Rachal, Anita 308-3248  
Ussery, Jack 308-9822

**The Realty Company Of La, LLC**  
3008 Hwy 28 East  
Pineville, LA 71360  
E-mail: craigsikes10@aol.com

**767-7000**

Fax. .... 449-9968

Brister, Jeffery L 729-3605  
Landreneau, Shawn 447-8121  
Plauche, Brenda 201-5459  
Roszell, Corey 880-4682  
\*Sikes, Craig 201-9969  
Sikes, Kristie 542-1622  
Smith, Allison 541-3039

**The Realty Company Of La, LLC**  
Young, Megan 709-4737

**The Trish Leleux Group**  
1127 Texas Ave Suite 1  
Alexandria, LA 71301  
E-mail: info@cenlaishome.com

**266-7448**

Billingsley, Annie 955-0577  
Christian, Dean M 229-7423  
Fox, John A 419-0307  
Juneau, Amy 613-2272  
King, Jerrod 308-2406  
Leglue, Katherine 308-4017  
\*Leleux, Trish 613-2025  
Smith, Benjamin 201-3666  
Sweat, Alicia M 623-6686  
Vanderlick, Katie 792-1939

**The Wilder Group**  
233 Pecan Park Suite C  
71303, LA 71303  
E-mail: thewildergrout@att.net

**625-7475**

Fax. .... 625-7479

Johnson, Richard L 794-6060  
Melder, Brandon 308-3087  
Raynes, Jarryd 979-240-5690  
\*Wilder, Mason M 625-7475

**United Land And Homes, LLC**  
620 Rush Street  
Coushatta, LA 71019-9495  
E-mail: rsimmons0622@yahoo.com

**678-3000**

Bedgood, Kay "Boogie" 652-1931  
\*Simmons Jr, Robbie 471-0622

**VWOW Realty And Construction**  
3746 Government St Ste 10  
Alexandria, LA 71301  
E-mail: ladashdroberts@gmail.com

**880-8603**

\*Roberts, La'Dasha 880-8603

**Weaver Realty, LLC**  
1750 East Oak Street  
Jena, LA 71342  
E-mail: weaverrealtyllc@gmail.com

**992-0912**

Fax. .... 992-8930

\*Weaver, Vicki 715-4098

**Xome**  
4471 N Billman Ent  
Shelbyville, IN 46176  
E-mail: thomash.oleary@xome.com

**317-825-0393**

\*Oleary, Thomas H 949-632-7715

# 2022 GCLRA Committees

## **MLS COMMITTEE**

Kenneth Kelone, MLS Chair  
Pam Strohm, MLS Vice-Chair  
Tammy Denny, Past MLS Chair  
Annie Billingsley  
Thaddyus Dixon  
Fred Carter  
Katy Jackson  
Paula Gauthier  
Cathy McCauslin  
Virginia Rachal  
Mary Sonnier

## **AFFILIATE & MEMBERSHIP**

Brittney Armwood, Chair  
Stacy Estes, Vice Chair  
Marsha Barbera  
Genny Broussard  
Keary Coffin  
Joni Cowart  
Becky Daniels  
Tammy Denny  
Laurah Gray  
Kenley Mayer  
Becky Sellers  
Pam Strohm

## **COMMERCIAL**

Kevin Viator, Chair  
Thaddyus Dixon  
Shawn Nugent  
Roland Scroggs

## **COMMUNITY VOLUNTEERS**

Joni Cowart, Chair  
Stephanie Robertson, Vice Chair  
Becky Daniels  
Stacy Estes  
Debbie Goynes  
Pam Strohm  
Bobby Tullos  
Jennifer Wilder

## **PROFESSIONAL DEVELOPMENT**

Justine Kelone, Chair  
Tori Byrd, Vice Chair  
Zee Fountain  
Paula Gauthier  
Kenneth Kelone  
Prissy Reap  
Jennifer Tagliarino

## **GOVERNMENTAL AFFAIRS**

Adele Sylvia, Chair  
Shevetta Green, Vice Chair  
Tina Williams

## **PROFESSIONAL STANDARDS**

Alicia Sweat, Ombudsman

## **DIVERSITY, INCLUSION & FAIR HOUSING**

Keary Coffin, Chair  
Fred Carter  
Shevetta Green  
Samantha Hargrove  
Mariana Heaton

# 2022 GCLRA Committees

## FINANCE COMMITTEE

Kayla Walker, Treasurer  
Kim Harrell, President-Elect  
Kenneth Kelone, MLS  
Robert Burke  
Prissy Reap  
Temperance Saucier

## GOVERNANCE COMMITTEE

David Moses, Secretary  
Keary Coffin  
Annie Billingsley  
Robert Burke  
Kim Harrell  
Brenda Luttgeharm  
Virginia Rachal

## NOMINATING & ELECTION COMMITTEE

Keary Coffin, Chair  
Randy Browning  
Jamie Lemoine  
Virginia Rachal, MLS  
Lynette Tullos

## DIRECTORY WORKGROUP

Keary Coffin, Chair  
Dax Roy, President  
Tammy Denny  
Stacy Estes

# 2022 GCLRA Political Action Team & Major Investors

## POLITICAL ACTION TEAM

Marsha Barbera, Co-Chair  
Keary Coffin, Co-Chair  
Dax Roy, President  
Matt Ritchie, Hall of Famer  
Adele Sylvia, GA Chair  
Duke Allgood  
Randy Browning  
Doug Cross  
Thaddyus Dixon  
Rodrick McIntosh  
Van Roy  
DeeDee Schmolke

## MAJOR INVESTORS

1. Duke Allgood
2. Brittany Armwood
3. Randy Browning
4. Janice Bolton
5. Jennifer Byrd
6. Keary Coffin
7. Doug Cross
8. Alfra Dixon
9. Thaddyus Dixon
10. Eddie Duncan
11. Stacy Estes
12. Brad Fergusson
13. Mariana Heaton
14. Katherine Jackson
15. Michelle Jordan
16. Kenneth Kelone
17. Marsha McGraw-Barbera
18. Rodrick McIntosh
19. Sonya Moncrief
20. Jon Norman
21. Shawn Nugent
22. Jennifer Perry
23. Rhonda Reap-Curiel
24. Catherine Roy
25. Dax Roy
26. Van Roy
27. Dee Dee Schmolke
28. Candace Selman
29. Becky Sellers
30. Michele Todtenbier
31. John Walker
32. Kayla Walker



# 2022 LEGISLATIVE WINS



**PASSED** law requiring property insurers to have greater reserves

**PASSED** law affirming restrictive covenants based on race or religion are unenforceable

**PASSED** laws to create new paths to become an appraiser

**DEFEATED** legislation to require homeowners' association information to be included on all advertisements of homes for sale

**DEFEATED** attempt to create new causes of action under Louisiana's fair housing laws for those with criminal backgrounds

**DEFEATED** attempt to allow lawyers to obtain a broker's license without meeting education and practice requirements

# GCLRA Past Presidents

1945: Charles White  
1946: Charles N. White  
1947: James Chambers  
1948: E.M. Ellington  
1949: S.R. Cummins  
1950: T.W. Howell  
1951: W.C. Webb  
1952: Darrel Willet  
1953: Champ Baker  
1954: M.C. Gehr  
1955: Sam Jacobs  
1962: Morris Bohrer  
1957: Everett Stephens  
1958: W.C. Webb  
1959: Darrel Willet  
1960: P.E. Futrell Jr.  
1961: Tim Bloch  
1962: George Koncinsky  
1963: Joe Testa  
1964: Hab Monsur  
1965: Tom Hill Jr.  
1966: Frank Daniels  
1967: Richard Schmidt  
1968: Robert A. Wolf  
1969: Frank N. Magee  
1970: John Girlinghouse  
1971: H. Loren Willet  
1972: Carroll Fields  
1973: Charles Hickman  
1974: W.B. Ratcliff  
1975: Phillip Sleet Sr.  
1976: Raymond G. Willet  
1977: Larry Prestridge  
1978: C.O. Magee  
1979: D. Van Willet Jr.  
1980: Leon Blalock  
1981: Roy E. Barmore  
1982: Charles DeVille  
1983: Carol Tarver Jenik  
1984: William McCampbell Jr.  
1985: David Woodring  
1986: William E. Stephens  
1987: Phillip Sleet, Jr  
1988: Liz Mecheski  
1989: Randolph Monsur  
1990: Lavon Farrar  
1991: F. Lamar White  
1993: Luke Difulco  
1994: Rose Steepleton  
1995: Johnny Hesni  
1996: Roger McCoy  
1997: Prissy Reap  
1998: Rod Noles  
1999: Mairon Daley  
2000: Linda Miller  
2001: J.P. Pruitt  
2002: Barbara Corbett  
2003: Cornelius Coleman  
2004: Klark Hataway  
2005: Randy Perego  
2006: Liz Merryman  
2007: Martha Bradford  
2008: Matthew Ritchie  
2009: Joy Juderman  
2010: Randy Browning  
2011: Brenda Luttgeharm  
2012: Roz Allemond  
2012: Elaine Setliff  
2013: Elaine Setliff  
2014: Jon Norman  
2015: Jaime Lemoine  
2016: Lynette Giallonardo  
2017: Jim Leggett  
2018: Shanna Braxton  
2019: Marsha McGraw-Barbera  
2020: Rhonda Reap-Curiel  
2021: Keary Coffin  
2022: Dax Roy





**THIS AD  
WON'T END  
DISCRIMINATION  
IN REAL ESTATE.**

**PEOPLE WILL**

If recent events have taught us anything, it's this: we have more work to do. Racism is real, tragically so. Discrimination, in all its forms, still casts a long shadow in this country, and too many are being denied the opportunities that all Americans deserve. Our commitment to the diverse communities we serve starts with a Code of Ethics. Our code sets a higher standard for fairness in housing than any federal law, it's backed by a culture of member accountability, and it extends to our work on Capitol Hill, where we continue to advocate for meaningful change.

At the National Association of REALTORS® we believe that fairness is worth fighting for, and we won't stop until the fight is won. Because that's who we are.

**If you experience or witness discrimination in real estate, we urge you to report it.**

Visit [hud.gov/fairhousing](https://www.hud.gov/fairhousing) to file a complaint with the Department of Housing and Urban Development.



# GCLRA Membership Benefits

\*Benefits offered through Membership with NAR or Louisiana REALTORS®

## BUSINESS TOOLS

- Legal Hotline for Brokers\*
- Sentrilock Lockbox
- Tech Helpline\*
- Website
- Zipforms

## DISCOUNTS

- GE Appliances\*
- Office Depot\*

## PROFESSIONAL DEVELOPMENT

- Board Training
- Code of Ethics Training
- Designation Classes
- Educational Classes
- LR Leadership Training
- MLS Training (online& in person)
- Orientation Training (online & in person)
- Roundtables and/or Lunch & Learns

## MLS

- Multiple Listing Services – ROAM MLS
- MLS Feeds
- Property Panorama
- RPR - Realtors Property Resource
- Showing Time
- Showing Time Offer Manager

## NETWORKING

- Annual Affiliate/Membership Events
- Committees
- Membership Meetings
- REALTOR® Day

## PEER RECOGNITION

- REALTOR® Emeritus
- REALTOR® of the Year
- Rookie of the Year
- High Producer Annual Awards

## POLITICAL ACTION TEAM & GOVERNMENTAL AFFAIRS

## PROFESSIONAL STANDARDS

- Ombudsman, Mediation, Ethics/Arbitration Hearings

## PUBLICATIONS

- Digital RE-Source Directory
- Weekly Email Updates

## RELIEF FUNDS

- GCLRA REALTOR Relief Fund
- LR REALTOR Relief Fund\*

## SAFETY

- Forewarn App
- REALTOR® Safety Program Resources\*

## STAFF

# GCLRA Membership Benefits

\*Benefits offered through Membership with NAR or Louisiana REALTORS®

## **Membership has its benefits!**

Educational offerings at deep discounts, discounts on travel, business forms and insurance. Plus, an association with over 500 members and affiliates are working to protect our property rights and our quality of life in Louisiana.

## **Becoming a REALTOR® is worth it...So, how do you join?**

Your broker must join a local REALTOR® association, like GCLRA. With this membership, you are privileged to all the rights and benefits of the Louisiana REALTORS® and the National Association of REALTORS®.

## **Business Tools**

The right real estate tools can assist you with your business. These tools will help you optimize and protect your business, simplify transactions, and maximize profit.

## **Legal Hotline Professional Counsel\***

Legal Hotline provides access to legal counsel for broker members. Questions received through Legal Hotline helps in tracking issues of concern and can aid in developing programs and services to address them. Broker members may submit questions pertaining to real estate law and compliance issues only; this service is not intended for specific transactions.

## **Sentrilock Lockboxes**

Lockbox service offered to GCLRA members that is easy to use, reliable and secure. Multiple lockbox access methods means you will never be left out cold on the porch again. Time specific access can be authorized. It's safe and convenient.

## **Tech Helpline and Support Service\***

Slow computer? Printing issues? Browser headaches? With Tech Helpline, all Louisiana REALTORS® members have a personal team of technology gurus - for free! Save money and maximize your time by calling (877) 573-5604 for friendly U.S.-based support.

## **Website**

GCLRA's website, [WWW.GCLRA.REALTOR](http://WWW.GCLRA.REALTOR), is for both members and consumers. Our website has information for everyone interested in anything real estate.

## **Zipforms**

Zipforms is essential forms software that allows members to access and complete forms online, speeds up the process of sharing documents, and has esignature capabilities.

# GCLRA Membership Benefits

\*Benefits offered through Membership with NAR or Louisiana REALTORS®

## Discounts

Savings and unique offers on products and services just for members.

## **GE Appliances\***

Share With Clients, Friends and Family!

Once you set-up your account, you can refer clients, friends and family members for access to exclusive discounts. When you've logged in, click on the "Refer" link located at the top of the page, then enter their name and email address where prompted. Those you refer will be sent an email with instructions on how to access the GE Appliances Store.

<https://www.myapstore.com/GEStore/login>

## **Office Depot\***

Want to save up to 20% on your in-store and online Office Depot/Office Max purchases? Louisiana REALTORS® members receive a complimentary discount card to use on thousands of products, which are discounted below retail. Printing services are also eligible!

Text LARSPC to 833.344.0228 to receive exclusive limited-time offers.

## Professional Development

GCLRA hosts a variety of continuing education opportunities throughout the year. With your practice in mind, GCLRA looks for the best and most qualified instructors and guest speakers to make sure you have a diverse learning experience to grow your business. Members have the ability to earn CEs, designations and/or certificates. These courses are designed to help members increase their skill, proficiency, and knowledge to better serve their clients and to optimize your business.

Code of Ethics, Safety, MLS, and Orientation Courses are offered multiple times a year. GCLRA sends two members per year to Louisiana REALTORS® Leadership Class and have annual Board of Director training. Other learning opportunities such as Roundtables and Lunch & Learns are offered.

## MLS

GCLRA's Multiple Listing Service is powered by ROAM MLS. ROAM MLS is a consolidated MLS with over 12,000 REALTORS® in Louisiana representing the greatest progress towards a statewide or regional MLS that offers cooperation and compensation among competitors. Broker members have easy access via IDX feeds for all their listing information for website integration.

# GCLRA Membership Benefits

\*Benefits offered through Membership with NAR or Louisiana REALTORS®

## **Property Panorama**

Property Panorama is available for virtual tours and marketing solutions. Members can enhance their marketing and grow their business using Virtual Tours, Listing Videos, Flyers and Digital Advertising.

## **RPR\* (REALTOR® Property Resource)**

RPR is the largest property database, exclusively for REALTORS®. RPR offers tools and reports including Realtor Valuation Model home value tool for listing presentations, farm prospecting, investment analysis, customizable market activity and property reports, and so much more.

## **ShowingTime**

ShowingTime is a showing management and market stats technology provider. Members can schedule and confirm showing requests, generate more feedback on their listings and help produce more sales.

## **ShowingTime Offer Manager**

Offer Manager is a better way to submit and manage offers. It helps improve communication in a critical part of the real estate process. It increases industry professionalism and helps agents better serve their clients by keeping everything in one place and confirms when an offer was opened by the listing agent.

## **Networking**

Networking is the foundation of a successful career in real estate. Developing a network is as simple as connecting with other REALTORS® for mentorship and comradery, connecting to develop a professional industry network and connecting at community events to build a client network.

Our functions are well attended and afford Members and Affiliate Members the opportunity to meet and network frequently through receptions and other fun events.

## **Annual Affiliate/Membership Events**

Annually, GCLRA hosts at least two affiliate and/or membership events. Past events have included crawfish boils, tailgating events, bowling fundraisers, cookoff events, Boo Fest, Trunk or Treat, Pub Crawl, Blood Drives, Dragonboat Races and much more.

GCLRA is a very active group!

# GCLRA Membership Benefits

\*Benefits offered through Membership with NAR or Louisiana REALTORS®

## **Committees**

GCLRA has many active committees that members and affiliate members may serve on including MLS, Professional Development (Education), Affiliate/Membership Committee (REALTOR® Day/Events), Community Volunteers, Governmental Affairs (Legislative), Commercial, Political Action Team and Diversity, Inclusion & Fair Housing Committee.

## **Membership Meetings**

Monthly or Quarterly membership meetings for networking, learning and more. Membership meetings showcase affiliates and their services.

## **REALTOR® Day**

REALTOR® Day is an annual event that offers members a day full of continued education and/or designation classes, lunch and vendor booths.

## **Peer Recognition**

Being recognized by your peers is a powerful statement. GCLRA has annual awards that are presented to members by nominations of their peers and for their business achievements each year.

## **REALTOR® Emeritus**

Emeritus status is granted to members with forty (40) years of membership and one (1) year of service at the National Association level.

## **REALTOR® of the Year**

REALTOR® of the year recognizes a member who is actively involved in GCLRA. A REALTOR® who uses high standards of professionalism and who is highly regarded by fellow REALTORS®. The purpose of the award is to demonstrate to the general public, by those outstanding examples, the work done by REALTORS®; to point up the qualifications of those REALTORS® best fitted to be considered for leadership positions in organized real estate; and to foster a spirit of competition among those who are in a position to do the real productive work of GCLRA, LR and NAR.

## **Rookie of the Year**

This award is awarded to the member that has the highest total sales volume for their first 12 months of licensure.

# GCLRA Membership Benefits

\*Benefits offered through Membership with NAR or Louisiana REALTORS®

## **High Producer Annual Awards**

Each year, members who closed transactions totaling \$1 Million or more are recognized.

## **Political Action Team (PAT) & Governmental Affairs**

GCLRA PAT is a team at the local level of LARPAC that fundraises and makes decisions regarding contributions to parish and municipal races. PAT works hard to protect consumers, members and the real estate transaction from Legislation that would adversely affect them. Discussions and information are shared with members about local and state legislative outreaches. Staying informed about the state budget issues, tax reform, rural broadband access, remote online notarization and other key issues positions your business for success

## **Professionals Standards**

GCLRA provides professional standards administration services to its members, as well as ombudsman services, mediation and handles ethics/arbitration complaints. GCLRA's Ombudsman Program is a free service to members. We have a group of trained real estate professionals who are skilled at mediation and compromise. This program can often prevent the potentially more imposing process of Grievance and Professional Standards Hearings (and even lawsuits). The program gives both the complainant and the respondent the opportunity to work out a resolution without the formal hearing process. When a dispute arises involving a REALTOR® member, the professional standards process is utilized by member boards at the state and local level to resolve the matter.

<https://www.larealtors.org/professional-standards>

## **Publications**

### **Digital RE-Source Directory**

The GCLRA RE-Source is a Digital Directory of Real Estate Professionals for consumers. It includes all GCLRA Members & Affiliate Members' contact information in one place for easy access to the general public.

### **Weekly Email Updates**

Get the Facts is a weekly e-mail newsletter e-mailed to all members and affiliates. Regular features include education resources, top industry news, upcoming events and a shout out to our affiliates & sponsors!

# GCLRA Membership Benefits

\*Benefits offered through Membership with NAR or Louisiana REALTORS®

## Relief Funds

### **GCLRA REALTOR® Relief Fund**

This relief fund provides initial or supplementary financial support to members of the Association who find themselves in need due to natural disaster, medical emergency, death or another catastrophic event.

### **Louisiana REALTORS® Relief\***

This relief fund by Louisiana REALTORS is for persons who have suffered losses due to natural disasters in Louisiana. The application is for Louisiana residents who have suffered property damage to their primary residences because of a weather-related event.

## Safety

GCLRA has a goal to reduce the number of safety incidents that occur in the industry, so every REALTOR® comes home safely to his or her family every night.

### **Forewarn**

The real estate industry is dependent on personal interactions with consumers. Often these encounters are with minimal knowledge of the other party. Forewarn provides instant knowledge, prior to a face-to-face engagement with a consumer, to help professionals better understand and address risk.

### **REALTOR® Safety Program Resources\***

NAR provides Safety Action Items for members including strategies, best practices, training videos, and personal protection resources.

## Staff

The GCLRA office is open Monday through Friday 9am to 3pm daily. GCLRA has a full-service association staff providing a wide range of services and support for members.



## REALTOR® Member Roster

|  |              |   |                     |
|--|--------------|---|---------------------|
| <b>Abbott, Vickie</b> -Alpha Team, LLC<br>E-mail: vickieabbott1@aol.com                                      | 318-542-5756 | <b>Bradford, Martha S</b> -Century 21 Buelow-Miller Realty<br>E-mail: mbrealtor@yahoo.com       | 318-447-4265        |
| <b>Abels, Alicia F</b> -Coldwell Banker Reap Realty<br>E-mail: aliciaabels@gmail.com                         | 318-613-1547 | <b>Braxton, Shanna</b> -Bolton Realty<br>E-mail: shannabraxton@gmail.com                        | 318-354-0404        |
| <b>Adam, Meghan</b> -Call The Kelones Realty<br>E-mail: meghanadam17@gmail.com                               | 318-880-6220 | <b>*Brewer, David M</b> -David M. Brewer & Associates<br>E-mail: officene1@yahoo.com            | 318-442-7961        |
| <b>Ahrens, Anna A</b> -Ahrens Realty Company, LLC<br>E-mail: aahrens@ahrensrealty.net                        | 318-613-9515 | <b>Brigalia, Jeremy</b> -Keller Williams Cenla Partners<br>E-mail: jeremybrigalia@kw.com        | 318-201-2316        |
| <b>*Ahrens, Daniel</b> -Ahrens Realty Company, LLC<br>E-mail: dahrens@ahrensrealty.net                       | 318-613-5303 | <b>Briester, Jeffery L</b> -The Realty Company Of La, LLC<br>E-mail: jeffery.briester@yahoo.com | 318-729-3605        |
| <b>Ahrens, Daniel C</b> -Ahrens Realty Company, LLC<br>E-mail: cahrens@ahrensrealty.net                      | 337-706-2290 | <b>Briester, Jeremy</b> -Exp Realty, LLC<br>E-mail: dirjeremybriester@gmail.com                 | 318-451-8317        |
| <b>Ahrens, Edward</b> -Ahrens Realty Company, LLC<br>E-mail: eddieahrens@cp-tel.net                          | 318-352-5740 | <b>*Britt, Bruce E</b> -Bruce Britt Real Estate A<br>E-mail: bbritt@brittoffice.com             | 318-748-4111        |
| <b>*Allen, Leighton</b> -Berkshire Hathaway Home Service<br>E-mail: Leighton@allyrealestate.com              | 318-780-3993 | <b>Brocato, Amy</b> -Century 21 Buelow-Miller Realty<br>E-mail: abrocato@bellsouth.net          | 318-201-9390        |
| <b>Allen, Terrance</b> -Geaux with Gauthier Realty LLC<br>E-mail: terranceallen@kw.com                       | 318-717-3902 | <b>*Broussard, Genny</b> -Broussard and Associates<br>E-mail: gbroussardrealestate@gmail.com    | 318-305-4951        |
| <b>Allgood, Stephen</b> -Keller Williams Cenla Partners<br>E-mail: dukeallgood@yahoo.com                     | 318-613-3255 | <b>Brown-Ransom, Debra S</b> -Latter And Blum<br>E-mail: maildebbs@aol.com                      | 318-767-6597        |
| <b>Alston, Cortney</b> -Rhodes Realty, LLC<br>E-mail: c.alston@rhodesrealtyla.com                            | 318-792-5634 | <b>*Browning, Randy D</b> -Realty Experts, Inc.<br>E-mail: randybrowning@aol.com                | 318-201-0645        |
| <b>Arnouville, Taylor</b> -Keller Williams Cenla Partners<br>E-mail: tarnouville@kw.com                      | 318-481-1724 | <b>Browning, Shana D</b> -Realty Experts, Inc.<br>E-mail: shanabrowning@aol.com                 | 318-640-0681        |
| <b>Atwood, Aaron</b> -Keller Williams Cenla Partners<br>E-mail: aaronatwood@kw.com                           | 318-623-9246 | <b>Burke, Robert A</b> -Real Estate Group of Louisiana<br>E-mail: rburkrealtor@aol.com          | 318-787-8653        |
| <b>Atwood, Jeannie</b> -Keller Williams Cenla Partners<br>E-mail: jeanietatwood@kw.com                       | 318-613-6427 | <b>Burton, Regina L</b> -Rhodes Realty, LLC<br>E-mail: reginab@rhodesrealtyla.com               | 318-357-8510        |
| <b>Aucoin, Kenneth</b> -Steven Seale Properties, LLC<br>E-mail: kwaucoin@yahoo.com                           | 318-201-5533 | <b>Bush, Sierra</b> -Sovereign, LLC DBA Supreme<br>E-mail: sbushrealtor@outlook.com             | 225-627-8589        |
| <b>Ayala, Melissa</b> -Coldwell Banker Reap Realty<br>E-mail: melaya28@yahoo.com                             | 318-792-8404 | <b>Bussey, Phyllis F</b> -Latter And Blum<br>E-mail: PBusseyAgent@aol.com                       | 318-451-9713        |
| <b>Aycock, Kerry</b> -Century 21 Buelow-Miller Realty<br>E-mail: ksaycock@suddenlink.net                     | 318-542-6351 | <b>Butter, Arthur</b> -The George Group, LLC<br>E-mail: abutter@georgere.com                    | 318-581-0933        |
| <b>Bailey, Kathy J</b> -Keller Williams Cenla Partners<br>E-mail: Kathybailey33@gmail.com                    | 318-277-4846 | <b>Bynog, Micheal</b> -The George Group, LLC<br>E-mail: bradybynog5@gmail.com                   | 318-792-8245        |
| <b>Baillio, Anthony</b> -Ritchie Real Estate<br>E-mail: arbailio1978@gmail.com                               | 318-730-5757 | <b>Byrd, Jennifer</b> -Ritchie Real Estate<br>E-mail: jbyrd@ritchierealestate.com               | 318-446-5366        |
| <b>Baker, Cassie</b> -The George Group, LLC<br>E-mail: cassie@georgere.com                                   | 318-794-6496 | <b>Byrd, Torri</b> -Keller Williams Cenla Partners<br>E-mail: torribyrd@kw.com                  | 318-792-7149        |
| <b>Bakies, Jamie</b> -Keller Williams Cenla Partners<br>E-mail: jamiebakies@kw.com                           | 318-729-0142 | <b>*Campbell, Michael S</b> -Campbell Appraisals<br>E-mail: campbellapp@suddenlink.net          | 318-442-7690        |
| <b>Barnard, John</b> -Century 21 Buelow-Miller Realty<br>E-mail: johnbarnard_realtor@gmail.com               | 318-715-3260 | <b>Carter, Fred</b> -Latter And Blum<br>E-mail: fcarter@latterblum.com                          | 318-792-2648        |
| <b>Barnhart, Cecile</b> -Crest Realty<br>E-mail: barnhartcecile@gmail.com                                    | 318-613-8945 | <b>Carter, Sarah</b> -Rhodes Realty, LLC<br>E-mail: sareannec@gmail.com                         | 318-229-6341        |
| <b>Barron, Iris</b> -Keller Williams Cenla Partners<br>E-mail: irisbarron@kw.com                             | 318-794-4038 | <b>Castro, Jeremy</b> -Diamond Properties Of LA<br>E-mail: JeremyJCastro@yahoo.com              | 318-715-4690        |
| <b>Basco, Kaitee</b> -Berkshire Hathaway Home Service<br>E-mail: kaitee.basco@allyrealestate.com             | 318-880-6742 | <b>Causey, Brandi</b> -Keller Williams Cenla Partners<br>E-mail: southemladybrandi@yahoo.com    | 318-533-8006        |
| <b>Beaudion, Margaret P</b> -Bolton Realty<br>E-mail: peggybeaudion@gmail.com                                | 318-214-9616 | <b>Chamblee, Haley</b> -Century 21 Buelow-Miller Realty<br>E-mail: haleyyogleman@kw.com         | 318-321-6422        |
| <b>Beck, Richard</b> -Ahrens Realty Company, LLC<br>E-mail: rbeck@ahrensrealty.com                           | 318-792-6852 | <b>Chapman, Dana</b> -Century 21 Buelow-Miller Realty<br>E-mail: danadenay@yahoo.com            | 318-992-3026        |
| <b>Bedgood, Kay "Boogie"</b> -United Land And Homes, LLC<br>E-mail: boogie3186521931@gmail.com               | 318-652-1931 | <b>Chasteen Verdun, Cynthia L</b> -Cane Heritage Realty, Inc<br>E-mail: cindyverdun@gmail.com   | 318-214-2371        |
| <b>Begnaud, Susan</b> -Sutton Real Estate Agency<br>E-mail: begnauds@gmail.com                               | 318-352-7856 | <b>Chatman, Helen</b> -Rhodes Realty, LLC<br>E-mail: hbchatman@gmail.com                        | 318-664-5846        |
| <b>Bellino, Christina</b> -Crest Realty<br>E-mail: christinabellino1@gmail.com                               | 318-447-5171 | <b>Chavers, Randi</b> -Rhodes Realty, LLC<br>E-mail: randi@rhodesrealtyla.com                   | 318-359-2125        |
| <b>Bennett, Zachary</b> -Keller Williams Realty Acadiana<br>E-mail: zachbennett50@yahoo.com                  | 318-359-7757 | <b>Cheatwood-Syse, Tiffany</b> -RE/MAX Real Estate Profess<br>E-mail: tsyse@therichmondgrp.com  | 318-609-1104        |
| <b>Bernard, John</b> -Rhodes Realty, LLC<br>E-mail: johnbernard50@yahoo.com                                  | 318-352-6545 | <b>Chenevert-Green, Shevetta</b> -Lawson Realty, LLC<br>E-mail: shevettagreen@gmail.com         | 318-792-5946        |
| <b>Berry, Julian</b> -Lawson Realty, LLC<br>E-mail: julianberry@yahoo.com                                    | 318-730-7183 | <b>Chestovich, Angela</b> -Keller Williams Cenla Partners<br>E-mail: angeliachestovich@kw.com   | 318-613-4046        |
| <b>Bibbee, Jamie</b> -Bayou Properties Realty, LLC<br>E-mail: Getitsoldjamie@gmail.com                       | 318-319-0498 | <b>Choate, Sherry T</b> -Latter And Blum<br>E-mail: Sherry@SherryChoate.com                     | 318-308-2500        |
| <b>Billingsley, Annie</b> -The Trish Leleux Group<br>E-mail: annie@centaishome.com                           | 318-955-0577 | <b>Christian, Dean M</b> -The Trish Leleux Group<br>E-mail: dean@centaishome.com                | 318-229-7423        |
| <b>*Blake Jr, Marvin D</b> -Marvin Dwight Blake Jr.<br>E-mail: marvindblakejrrealestate@gmail.com            | 318-617-1168 | <b>Clark, Nicholas</b> -Keller Williams Cenla Partners<br>E-mail: nickclark@kw.com              | 318-359-5616        |
| <b>Bolton, Amie</b> -Brad Ferguson Real Estate<br>E-mail: bolton3131@yahoo.com                               | 318-446-0027 | <b>Coatney, Diane S</b> -Realty USA, Inc.<br>E-mail: coslate@yahoo.com                          | 318-352-8840        |
| <b>Bolton, Chanel T</b> -Century 21 Buelow-Miller Realty<br>E-mail: chanelbolton@yahoo.com                   | 318-442-0088 | <b>Coffin, Keary</b> -Keller Williams Cenla Partners<br>E-mail: keary@kearycoffin.com           | <b>318-792-3185</b> |
| <b>Bolton, Corey</b> -Real Estate Group of Louisiana<br>E-mail: coreyboltoncenla@gmail.com                   | 318-715-2575 | <b>Cohn, Dan</b> -Key Realty, LLC<br>E-mail: dancohn3@gmail.com                                 | 214-236-1640        |
| <b>*Bolton F, Janice M</b> -Bolton Realty<br>E-mail: janice@boltonrealty.com                                 | 318-352-6738 | <b>Colbert, Rick</b> -Century 21 Buelow-Miller Realty<br>E-mail: rickcolbert7@gmail.com         | 405-514-1471        |
| <b>Bonfield, Ashley</b> -Keller Williams Cenla Partners<br>E-mail: ashleybonfield@yahoo.com                  | 318-446-6926 | <b>Coleman, Cornelius</b> -Louisiana Lagniappe Realty LLC<br>E-mail: cc2deerfield@aol.com       | 318-730-8380        |
| <b>*Bordelon, Adam</b> -Compass Real Estate Group, LLC<br>E-mail: adambordelon@hotmail.com                   | 318-447-6955 | <b>Combel Jr., Kevin</b> -Wagoner & Associates Appraisal<br>E-mail: kcombe2@gmail.com           | 225-405-4384        |
| <b>Bordelon, Chad</b> -Latter And Blum<br>E-mail: cabordelon@latterblum.com                                  | 318-308-8893 | <b>*Conway, Caroline L</b> -Latter And Blum<br>E-mail: lconway@latterblum.com                   | 504-232-6546        |
| <b>Bordelon, Dustin</b> -Berkshire Hathaway Home Service<br>E-mail: dustin.bordelon@allyrealestate.com       | 318-541-0344 | <b>Cook, Catherine</b> -Geaux with Gauthier Realty LLC<br>E-mail: catherinecook@kw.com          | 318-359-7305        |
| <b>Bordelon, Mike E</b> -Barbra Difulco Real Estate, Inc<br>E-mail: mikébordelonappraiser@suddenlinkmail.com | 318-446-8321 | <b>Cooper, Carol</b> -RE/MAX Premier Real Estate<br>E-mail: carolcooper62@yahoo.com             | 318-312-1000        |
| <b>Bowdon, Cynthia B</b> -Keller Williams Cenla Partners<br>E-mail: cindymbowdon@kw.com                      | 318-715-8905 | <b>Cooper, Casey</b> -Rhodes Realty, LLC<br>E-mail: caseycooper@hotmail.com                     | 318-451-9643        |
| <b>Bowen, Kim</b> -Bolton Realty<br>E-mail: kim@boltonrealty.com   | 318-521-0594 | <b>Corbett, Barbara C</b> -Real Estate Group of Louisiana<br>E-mail: barb@barbaracorbett.com    | 318-715-0367        |

GREATER CENTRAL LOUISIANA REALTORS® ASSOCIATION

REALTOR® Member Roster

|   |                     |   |                     |
|---|---------------------|---|---------------------|
| <b>Corbett, Patrick</b> -Real Estate Group of Louisiana<br>E-mail: greg@barbaracorbett.com          | 318-880-7646        | <b>Dufour, Joseph</b> -Joey Dufour Realty<br>E-mail: joeydufourrealty@gmail.com               | 318-481-1761        |
| <b>Corley, Roger</b> -Key Realty, LLC<br>E-mail: roger@rogercorley.com                              | 318-613-7265        | <b>*Dugas, Lori</b> -RE/MAX Premier Real Estate<br>E-mail: letlorist@gmail.com                | 318-308-8860        |
| <b>Courville, Chasity</b> -Call The Kelones Realty<br>E-mail: chasity_courville@yahoo.com           | 318-305-4763        | <b>Edwards, Marilyn A</b> -Perego Realty, LLC<br>E-mail: marilyn.edwards868@gmail.com         | 318-308-5331        |
| <b>Cowart, Joni</b> -Real Estate Group of Louisiana<br>E-mail: jonnicowart77@gmail.com              | 318-277-6114        | <b>Edwards, Shenika</b> -RE/MAX Premier Real Estate<br>E-mail: shenikaedwards@yahoo.com       | 318-623-1478        |
| <b>Cox - Price, Daviona</b> -Cane Heritage Realty, Inc.<br>E-mail: davionaprice@outlook.com         | 318-210-1000        | <b>Ekermeier, Laura</b> -Century 21 Buelow-Miller Realty<br>E-mail: lakermeier@gmail.com      | 318-447-4473        |
| <b>Crawford, Stacy</b> -Call The Kelones Realty<br>E-mail: getthekeywithstacy@gmail.com             | 318-500-0765        | <b>Elie, Jared</b> -Fox Realty Group<br>E-mail: jared@foxrealtygroupia.com                    | 318-840-7179        |
| <b>Crooks, Amanda</b> -Ritchie Real Estate<br>E-mail: amandarcrooks@gmail.com                       | 318-419-4150        | <b>Ellington, Bill</b> -Latter And Blum<br>E-mail: bellington@latterblum.com                  | 318-447-8910        |
| <b>*Crooks Jr, Frankie</b> -Crest Realty<br>E-mail: crestrealty@att.net                             | 318-880-5018        | <b>*Essex, Sophie</b> -Louisiana Realty Ink, LLC<br>E-mail: sophie.essex@larealtyink.com      | 318-609-3323        |
| <b>Cross, Douglas W</b> -Realty Experts, Inc.<br>E-mail: dcrossone@aol.com                          | 318-729-2406        | <b>Estes, Stacy</b> -Keller Williams Cenla Partners<br>E-mail: stacyrec@kw.com                | <b>337-278-9815</b> |
| <b>Cross, Joanna M</b> -Realty Experts, Inc.<br>E-mail: joannacross.realtor@gmail.com               | 318-541-7317        | <b>Eznack, Andrew</b> -Keller Williams Cenla Partners<br>E-mail: aeznack@kw.com               | 318-794-5495        |
| <b>Cross, John</b> -Doug Cross Appraisal Service<br>E-mail: johncross343@gmail.com                  | 318-729-0135        | <b>*Ferguson, Winston</b> -Brad Ferguson Real Estate<br>E-mail: brad@fergusonrealestate.net   | 318-357-3079        |
| <b>Crowley, Nicole</b> -Keller Williams Cenla Partners<br>E-mail: nicolecrowley@kw.com              | 651-233-4054        | <b>Flores, Meaghan</b> -The George Group, LLC<br>E-mail: meaghan@georgere.com                 | 318-306-3336        |
| <b>*Cunningham, Christian</b> -Cunningham Appraisals<br>E-mail: cunningham.appraisals@yahoo.com     | 318-445-4005        | <b>Flournoy, Mary</b> -RE/MAX Premier Real Estate<br>E-mail: maryflournoy2@yahoo.com          | 318-613-0618        |
| <b>Cunningham, Mark</b> -Key Realty, LLC<br>E-mail: mcunningham22@yahoo.com                         | 318-730-1308        | <b>Ford, Loren A</b> -Sutton Real Estate Agency<br>E-mail: lorenford56@gmail.com              | 318-352-8528        |
| <b>Cupples, Reagan</b> -Latter And Blum<br>E-mail: Apts100@aol.com                                  | 318-715-0103        | <b>Ford, Yolanda</b> -RE/MAX Premier Real Estate<br>E-mail: ford.yolandarealestate@yahoo.com  | 318-730-6073        |
| <b>Daenen, Dale D</b> -Latter And Blum<br>E-mail: dalewd@aol.com                                    | 318-730-9278        | <b>Forest, Anna</b> -Rhodes Realty, LLC<br>E-mail: anna@rhodesrealtyia.com                    | 318-527-1152        |
| <b>Daenen, Zachary</b> -Realty Experts, Inc.<br>E-mail: zd9964@gmail.com                            | 318-452-1480        | <b>Fountain, Zuleika A</b> -Keller Williams Cenla Partners<br>E-mail: zeeffountain@gmail.com  | 318-290-0919        |
| <b>Daley, Mairon D</b> -Barbra Difulco Real Estate, In<br>E-mail: MaironDaley@aol.com               | 318-446-3833        | <b>*Fowler, Juanita</b> -Fowler Realty<br>E-mail: juanita@boltonrealty.com                    | 318-663-2223        |
| <b>Dauzat, Ashley</b> -Call The Kelones Realty<br>E-mail: ashleyadauzat@gmail.com                   | 318-305-1297        | <b>Fox, John A</b> -The Trish Leleux Group<br>E-mail: john@cenlaishome.com                    | 318-419-0307        |
| <b>*Dauzat, Chad</b> -Chad Dauzat Appraisals<br>E-mail: chaddauzat@outlook.com                      | 318-305-1832        | <b>*Fox, Mario F</b> -Fox Realty Group<br>E-mail: mario@foxrealtygroupia.com                  | 318-581-6516        |
| <b>Dauzat, Gabriel</b> -The George Group, LLC<br>E-mail: gabesark13@yahoo.com                       | 318-587-0971        | <b>Francis, Tulena</b> -Latter And Blum<br>E-mail: tfrancis@noles-frye.com                    | 318-290-1902        |
| <b>Dauzat, Robbie</b> -Call The Kelones Realty<br>E-mail: dauzatramme@gmail.com                     | 318-240-7507        | <b>Franklin, Melissa</b> -The George Group, LLC<br>E-mail: melle6680@gmail.com                | 318-792-2062        |
| <b>*Davis, Cathy M</b> -Capital Realty Of Natchitoches<br>E-mail: capitalrealtynala@gmail.com       | 318-352-9103        | <b>*Fredieu, Frances</b> -JLF Enterprises, Inc.<br>E-mail: frances@cenlaappraisers.com        | 318-992-2211        |
| <b>Dawson Jr., Lionel</b> -Rhodes Realty, LLC<br>E-mail: lionel@rhodesrealtyia.com                  | 318-471-4288        | <b>Freeman, Edwin</b> -Brad Ferguson Real Estate<br>E-mail: tyfreeman1959@gmail.com           | 318-332-1099        |
| <b>Dellimagine, Austin</b> -Dream Home Realty<br>E-mail: adellimagine.realtor@gmail.com             | 337-255-9641        | <b>Garcia, Jessica</b> -Bolton Realty<br>E-mail: jessica.vercher.garcia@gmail.com             | 318-780-2538        |
| <b>Delrie, James P</b> -Keller Williams Cenla Partners<br>E-mail: jdelrie@kw.com                    | 318-233-0573        | <b>Gaspard, Justin</b> -Rhodes Realty, LLC<br>E-mail: justin@rhodesrealtyia.com               | 318-359-3103        |
| <b>Denny, Tammy</b> -Century 21 Buelow-Miller Realty<br>E-mail: tdenny318@gmail.com                 | <b>318-447-8875</b> | <b>Gatlin, Kelae</b> -Rhodes Realty, LLC<br>E-mail: kelae@rhodesrealtyia.com                  | 318-521-3859        |
| <b>Deranger, Chad</b> -Rhodes Realty, LLC<br>E-mail: chad@rhodesrealtyia.com                        | 318-214-1797        | <b>Gauthier, Brent</b> -Geaux with Gauthier Realty LLC<br>E-mail: brentjgauthier@yahoo.com    | 318-452-7977        |
| <b>Derbonne, Cathy</b> -Exp Realty, LLC<br>E-mail: cathy.derbonne@gmail.com                         | 225-588-5884        | <b>*Gauthier, Paula L</b> -Geaux with Gauthier Realty LLC<br>E-mail: palgauthier@gmail.com    | 318-359-3586        |
| <b>Derbonne, Dylan</b> -The George Group, LLC<br>E-mail: dylan@georgere.com                         | 318-625-1993        | <b>Gentle, Sherry G</b> -Keller Williams Cenla Partners<br>E-mail: gentlesherry@yahoo.com     | 318-446-1768        |
| <b>*Deshautelle, Brent</b> -Brent David Deshautelle<br>E-mail: ddeshautelle@gmail.com               | 318-229-6489        | <b>*George Jr, Ronnie L</b> -The George Group, LLC<br>E-mail: Ronnie@GeorgeRE.com             | 318-715-6251        |
| <b>Desoto, Jessica</b> -Keller Williams Cenla Partners<br>E-mail: jdesoto@kw.com                    | 318-290-8333        | <b>Giallonardo Tullios, Lynette</b> -Key Realty, LLC<br>E-mail: lgiallonardo@ccim.net         | 318-452-9704        |
| <b>*Deville, Jo Ann</b> -Southern Homes and Land R.E.<br>E-mail: athomewithjoann@yahoo.com          | 318-451-2385        | <b>Gibson, Wanda V</b> -Real Estate Group of Louisiana<br>E-mail: wandarealty@yahoo.com       | 318-419-4663        |
| <b>Deville, Matthew</b> -Century 21 Buelow-Miller Realty<br>E-mail: mattdeville23@gmail.com         | 318-290-7619        | <b>Gilcrease, Jacob</b> -The George Group, LLC<br>E-mail: jacob@georgere.com                  | 318-269-1215        |
| <b>Deville, Michael</b> -RE/MAX Real Estate Professional<br>E-mail: michaeldevillerealtor@gmail.com | 318-332-6569        | <b>Gilcrease, Sonya</b> -Compass Real Estate Group, LLC<br>E-mail: sonya@rhodesrealtyia.com   | 337-288-2587        |
| <b>Deville, Patti</b> -Crest Realty<br>E-mail: pdeville4@gmail.com                                  | 318-419-9785        | <b>Gilcrease, Tara M</b> -The George Group, LLC<br>E-mail: tara@georgere.com                  | 318-269-1218        |
| <b>Difulco Jr., Luke A</b> -Barbra Difulco Real Estate, Inc<br>E-mail: lukedifulco@aol.com          | 318-446-0423        | <b>Gill, Francis</b> -Bolton Realty<br>E-mail: frank@boltonrealty.com                         | 318-476-2292        |
| <b>Dixon, Alfra</b> -Latter And Blum<br>E-mail: adixon@noles-frye.com                               | 318-955-0092        | <b>Gill, Holly</b> -Realty Experts, Inc.<br>E-mail: hollygill4u@gmail.com                     | 318-201-7132        |
| <b>Dixon, Thaddyous</b> -Latter And Blum<br>E-mail: tdixon@ccim.net                                 | 318-955-0078        | <b>Givens, Kristy</b> -Rax Realty, LLC<br>E-mail: kgivens@raxrealty.com                       | 318-290-0445        |
| <b>Dodge, Amy</b> -Image One Realty, LLC<br>E-mail: a.dodge@live.com                                | 318-359-3318        | <b>Goynes, Debbie L</b> -Real Estate Group of Louisiana<br>E-mail: debsservicefirst@gmail.com | 318-794-6365        |
| <b>Dousay, Lauren</b> -The George Group, LLC<br>E-mail: lauren@georgere.com                         | 318-880-7734        | <b>Goynes, Terry</b> -Real Estate Group of Louisiana<br>E-mail: flatwoodstflash@gmail.com     | 318-955-4663        |
| <b>*Dranguet, Charles</b> -Dranguet's Appraisal Service<br>E-mail: cedranguet@yahoo.com             | 318-352-7767        | <b>Grice, Sharon E</b> -Latter And Blum<br>E-mail: sehgrice@aol.com                           | 318-447-5083        |
| <b>Draper, Leslie</b> -Rhodes Realty, LLC<br>E-mail: leslie@rhodesrealtyia.com                      | 318-709-6882        | <b>Guillory, Carla M</b> -Latter And Blum<br>E-mail: carlamaddie@yahoo.com                    | 318-792-5230        |
| <b>Draper, Naila</b> -Rhodes Realty, LLC<br>E-mail: ndraper@noles-frye.com                          | 318-709-6882        | <b>Guillory, Teresa A</b> -Key Realty, LLC<br>E-mail: teresaanguillory@gmail.com              | 318-447-3057        |
| <b>Dryden, Kimberly</b> -Real Estate Group of Louisiana<br>E-mail: drydenkim@aol.com                | 318-623-4549        | <b>*Hall, David</b> -David Hall<br>E-mail: dhallappraisals@aol.com                            | 318-443-4960        |
| <b>Dubois, Anita</b> -Rhodes Realty, LLC<br>E-mail: adubois@npsb.la                                 | 318-609-0180        | <b>Hall, Keldrick D</b> -Keller Williams Cenla Partners<br>E-mail: Keldrickhall@kw.com        | 318-619-7796        |
| <b>Ducote, Carley</b> -Rhodes Realty, LLC<br>E-mail: cnducote@yahoo.com                             | 318-201-5312        | <b>*Hall, Wayne</b> -Exit Real Estate Consultants<br>E-mail: wayneohall@yahoo.com             | 337-375-2004        |

\* DENOTES RESPONSIBLE MEMBER

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|  |              |  |              |
|--|--------------|--|--------------|
| <b>Hamilton, Lee</b> -Century 21 Buelow-Miller Realty<br>E-mail: lbhamilton18@gmail.com                  | 318-302-0009 | <b>King, Tracy</b> -Realty Experts, Inc.<br>E-mail: tracyking002@gmail.com                       | 318-201-3596 |
| * <b>Harding, Erica</b> -La Land Bank<br>E-mail: erica.harding@louisianalandbank.com                     | 318-613-8309 | <b>Knapp Jr, Wayne</b> -Rhodes Realty, LLC<br>E-mail: napsjr226@yahoo.com                        | 318-201-5756 |
| <b>Hardy, Yvette Y</b> -Ritchie Real Estate<br>E-mail: yhardy@ritchierealestate.com                      | 318-442-2526 | <b>Laborde, Austin</b> -Keller Williams Cenla Partners<br>E-mail: austinlaborde@kw.com           | 318-233-6614 |
| <b>Hargis, Stephanie</b> -Mike Walker and Associates<br>E-mail: stephanie@mikewalker.net                 | 318-625-1771 | <b>Lachney, Tonya</b> -Keller Williams Cenla Partners<br>E-mail: tonyalachney@kw.com             | 318-289-1080 |
| <b>Hargrove, Samantha</b> -Keller Williams Cenla Partners<br>E-mail: hargrove.sam52@gmail.com            | 318-201-9695 | <b>Lacour, Aaron</b> -RE/MAX Premier Real Estate<br>E-mail: lacourrealestate@gmail.com           | 318-447-7144 |
| <b>Harmson, Janna</b> -Century 21 Buelow-Miller Realty<br>E-mail: janna.harmson@gmail.com                | 318-729-9377 | <b>Lafears, Maurice</b> -Exp Realty, LLC<br>E-mail: Lafearsinc@gmail.com                         | 318-792-1848 |
| <b>Harrell, Kim</b> -Cunningham Appraisals<br>E-mail: khayesappraiser@aol.com                            | 318-447-1313 | <b>LaGrange, Justin L</b> -Rhodes Realty, LLC<br>E-mail: justinl@rhodesrealtyla.com              | 318-663-5202 |
| <b>Harrington, Donna B</b> -Fox Realty Group<br>E-mail: donnaharrington@foxrealtygroupla.com             | 337-852-1158 | <b>Lair, Danny R</b> -Keller Williams Cenla Partners<br>E-mail: Danny.Lair@yahoo.com             | 318-229-1318 |
| * <b>Hataway, H. K</b> -Klark Hataway Realty, LLC<br>E-mail: HkHat2002@yahoo.com                         | 318-899-5885 | <b>Lambert, Sheryl A</b> -Century 21 Buelow-Miller Realty<br>E-mail: sheryl5126@gmail.com        | 318-623-8104 |
| * <b>Hatch, Rodney</b> -Rodney Hatch Real Estate<br>E-mail: rodney.hatch@royomartin.com                  | 318-245-2689 | <b>Landreneau, Shawn</b> -The Realty Company Of La, LLC<br>E-mail: shawn.property@yahoo.com      | 318-447-8121 |
| <b>Hathorn, Britanni B</b> -Century 21 Buelow-Miller Realty<br>E-mail: brittnee74@aol.com                | 318-289-1054 | <b>Landry, Leroy J</b> -Lawson Realty, LLC<br>E-mail: llandry2007@yahoo.com                      | 318-487-4790 |
| <b>Hayes, Jeremy</b> -Keller Williams Cenla Partners<br>E-mail: jeremyhayes@kw.com                       | 318-589-8797 | <b>Lashley, Melinda G</b> -Klark Hataway Realty, LLC<br>E-mail: mlashleykhr@aol.com              | 318-332-1883 |
| <b>Haynes, Chris</b> -Haynes Real Estate<br>E-mail: chris@haynesproperty.com                             | 318-445-5755 | <b>Lawrence, Benjamin T</b> -Realty Experts, Inc.<br>E-mail: benjaminlawrence@gmail.com          | 318-451-5422 |
| * <b>Haynes, Michael R</b> -Haynes Real Estate<br>E-mail: mike@haynesproperty.com                        | 318-448-0014 | <b>Lawson, Merriell F</b> -Lawson Realty, LLC<br>E-mail: Merriell@hotmail.com                    | 318-445-2217 |
| <b>Heaton, Mariana</b> -Key Realty, LLC<br>E-mail: cenlaproperty@gmail.com                               | 318-955-5554 | * <b>Lawson, Myron K</b> -Lawson Realty, LLC<br>E-mail: myronklawson@gmail.com                   | 318-473-2622 |
| <b>Hebert, Shellena</b> -Coldwell Banker Reap Realty<br>E-mail: shellenahebert@gmail.com                 | 318-321-7392 | <b>Leatherman, William D</b> -Keller Williams Cenla Partners<br>E-mail: billleatherman@kw.com    | 318-229-5133 |
| <b>Helms, Sarah D</b> -Call The Kelones Realty<br>E-mail: sarahhelms_realtor@yahoo.com                   | 318-794-5350 | * <b>LeBlanc, Wendy</b> -Real Broker LLC<br>E-mail: labroker@therealbrokerage.com                | 225-937-5097 |
| <b>Henry, Lena T</b> -Keller Williams Cenla Partners<br>E-mail: lenafromjena@gmail.com                   | 318-374-9220 | <b>Lebron, Sherrie</b> -Crest Realty<br>E-mail: sl.crestrealty@gmail.com                         | 318-229-5493 |
| <b>Hickman, Margaret B</b> -Keller Williams Cenla Partners<br>E-mail: romahic@yahoo.com                  | 318-715-0807 | <b>Ledet, Eric</b> -Century 21 Buelow-Miller Realty<br>E-mail: ericmledet@gmail.com              | 318-303-5210 |
| <b>Hodges Jr., Jack R</b> -Latter And Blum<br>E-mail: JHodges820@aol.com                                 | 318-483-1542 | <b>Leglue, Katherine</b> -The Trish Leleux Group<br>E-mail: kleglue@kw.com                       | 318-308-4017 |
| * <b>Hollingsworth, Gary J</b> -Bayou Country Valuations<br>E-mail: garyh@bcvappraisals.com              | 318-442-7633 | <b>Lejeune, Chassity</b> -Berkshire Hathaway Home Service<br>E-mail: clejeune@allyrealestate.com | 337-459-6779 |
| <b>Holt, Buck</b> -Latter And Blum<br>E-mail: bholt@latterblum.com                                       | 318-715-4795 | * <b>Leleux, Patricia</b> -The Trish Leleux Group<br>E-mail: trish@cenlaishome.com               | 318-613-2025 |
| <b>Howell, Amy W</b> -Brad Ferguson Real Estate<br>E-mail: amyhowell@gmail.com                           | 318-357-1285 | <b>Lemoine, Abby</b> -Century 21 Buelow-Miller Realty<br>E-mail: abnedii@outlook.com             | 318-308-2312 |
| <b>Hunt, Tamara</b> -The George Group, LLC<br>E-mail: tamarahunt@gmail.com                               | 318-792-4204 | <b>Lemoine, Jamie B</b> -Latter And Blum<br>E-mail: jlemoine@latterblum.com                      | 318-452-7741 |
| <b>Jackson, Katherine</b> -Keller Williams Cenla Partners<br>E-mail: itsallgood215@yahoo.com             | 318-794-5799 | <b>Lilly, Codey A</b> -Exp Realty, LLC<br>E-mail: codeycoutee@gmail.com                          | 708-990-6646 |
| <b>James, Jordan</b> -Crest Realty<br>E-mail: jordanjamesrealestate@gmail.com                            | 318-446-8964 | <b>Littlepage, Michelle H</b> -Latter And Blum<br>E-mail: MLittle499@aol.com                     | 318-452-1043 |
| <b>Janes, Chris</b> -Rhodes Realty, LLC<br>E-mail: christopher@rhodesrealtyla.com                        | 337-529-0085 | <b>Long, Justin</b> -Latter And Blum<br>E-mail: jlong@latterblum.com                             | 318-529-8761 |
| <b>Joffrion, Brigitte</b> -Exp Realty, LLC<br>E-mail: kajoffrion@gmail.com                               | 318-308-1799 | <b>Longino, Tracy</b> -Century 21 Buelow-Miller Realty<br>E-mail: tracylongino68@gmail.com       | 318-880-3164 |
| <b>Johnson, Catrice</b> -RE/MAX Premier Real Estate<br>E-mail: catricesoldit@gmail.com                   | 318-229-8082 | <b>Londier, Hershel L</b> -Latter And Blum<br>E-mail: hershellondier@gmail.com                   | 318-715-2569 |
| <b>Johnson, Conequa</b> -Keller Williams Cenla Partners<br>E-mail: conequajohnson@kw.com                 | 318-619-7796 | <b>Luneau, Laura</b> -Cunningham Appraisals<br>E-mail: lrluneauappraisals@yahoo.com              | 318-447-0510 |
| <b>Johnson, Kimberly</b> -Diamond Properties Of LA<br>E-mail: kjoh118@gmail.com                          | 318-233-6614 | <b>Luneau, Zachary</b> -Ahrens Realty Company, LLC<br>E-mail: zluneau@ahrensrealty.net           | 318-452-1565 |
| <b>Johnson, Nicholas</b> -Berkshire Hathaway Home Service<br>E-mail: nicholas.johnson@allyrealestate.com | 318-451-3623 | <b>Luttgeharm, Brenda L</b> -Century 21 Buelow-Miller Realty<br>E-mail: bblucky@aol.com          | 318-201-9995 |
| <b>Johnson, Richard L</b> -The Wilder Group<br>E-mail: Richl_richj@yahoo.com                             | 318-794-6060 | <b>Lynch, Abreshia</b> -Exp Realty, LLC<br>E-mail: abreshia_taylor@yahoo.com                     | 318-554-9493 |
| <b>Johnson, Tony W</b> -Rhodes Realty, LLC<br>E-mail: tony@rhodesrealtyla.com                            | 318-525-4292 | <b>Mahfouz, Herbert</b> -Keller Williams Cenla Partners<br>E-mail: hmahfouz@kw.com               | 318-730-8656 |
| * <b>Jolliffe, Michelle</b> -Apex Realty Group<br>E-mail: apexincenla@gmail.com                          | 318-793-5222 | <b>Malcolm, Dana</b> -Keller Williams Cenla Partners<br>E-mail: danamalcolm@kw.com               | 318-542-1863 |
| * <b>Jones, Edwin B</b> -Edwin B. Jones Appraisals<br>E-mail: edjones119@suddenlink.net                  | 318-443-3823 | <b>Martin, Ashley L</b> -Johnson & Johnson Realty of Cenla<br>E-mail: ashleysoldit@gmail.com     | 318-359-3529 |
| * <b>Jordan, Michelle</b> -Michelle Jordan Appraisals<br>E-mail: mjordan207@gmail.com                    | 318-652-0534 | <b>Martin, Billy</b> -Rhodes Realty, LLC<br>E-mail: Billy@Rhodesrealtyla.com                     | 318-471-0968 |
| <b>Joubert, Brook</b> -Geaux with Gauthier Realty LLC<br>E-mail: crawhunter@bellsouth.net                | 337-308-3764 | * <b>Martin, Edward</b> -Ed Martin Appraisals<br>E-mail: edappraiser@outlook.com                 | 318-609-1725 |
| <b>Juderman, Joy</b> -Keller Williams Cenla Partners<br>E-mail: joyjuderman@kw.com                       | 318-715-2380 | <b>Martin, Jamie</b> -Coldwell Banker Reap Realty<br>E-mail: jmartin@coldwellbankerreap.com      | 318-416-6312 |
| <b>Juneau, Amy</b> -The Trish Leleux Group<br>E-mail: amy@cenlaishome.com                                | 318-613-2272 | <b>Mathews, Kathryn S</b> -Latter And Blum<br>E-mail: susansoldit@gmail.com                      | 318-201-4168 |
| <b>Kador, Jessica E</b> -Rax Realty, LLC<br>E-mail: jkador@raxrealty.com                                 | 318-709-4111 | <b>Mathews, Randy P</b> -Latter And Blum<br>E-mail: rmathews@latterblum.com                      | 318-419-7086 |
| <b>Kelly, Shayne</b> -Call The Kelones Realty<br>E-mail: kshayne80@yahoo.com                             | 318-305-3555 | <b>Matlock - Wise, Heather</b> -The George Group, LLC<br>E-mail: heather@georgere.com            | 318-229-7613 |
| * <b>Kelone, Justine</b> -Call The Kelones Realty<br>E-mail: callthekelones@yahoo.com                    | 318-481-4892 | <b>Maxwell, Jessica L</b> -Key Realty, LLC<br>E-mail: cenlajessicamaxwell@yahoo.com              | 318-419-3106 |
| <b>Kelone Jr, Kenneth R</b> -Call The Kelones Realty<br>E-mail: kkelone@hotmail.com                      | 318-201-4892 | <b>Mayeaux, Meagan</b> -Crest Realty<br>E-mail: meagan.mayeaux@gmail.com                         | 318-794-6897 |
| <b>Khoury-hayden, Constance</b> -Rhodes Realty, LLC<br>E-mail: conniekhoury@gmail.com                    | 318-419-0600 | <b>Mayes, Kenneth</b> -Rhodes Realty, LLC<br>E-mail: kenneth@rhodesrealtyla.com                  | 318-308-6176 |
| <b>King, Jerrod</b> -The Trish Leleux Group<br>E-mail: jerrod@cenlaishome.com                            | 318-308-2406 | <b>McBride, Jimontanae R</b> -Rax Realty, LLC<br>E-mail: jmcbride@raxrealty.com                  | 318-792-5939 |
| <b>King, Lauren</b> -Keller Williams Cenla Partners<br>E-mail: lauren.king@kw.com                        | 318-447-7682 | * <b>McCampbell Jr., William S</b> -McCampbell Real Estate<br>E-mail: bmcsoup@suddenlink.net     | 318-445-1385 |

**GREATER CENTRAL LOUISIANA REALTORS® ASSOCIATION**

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|  |              |   |              |
|--|--------------|---|--------------|
| <b>McCartney, Brandon L</b> -Keller Williams Northwest<br>E-mail: brandonmccartney@kw.com                      | 318-663-1342 | <b>Parker, Blair</b> -Steven Seale Properties, LLC<br>E-mail: blairparker49@yahoo.com             | 318-613-7766 |
| <b>McCauslin, Cathy E</b> -Sutton Real Estate Agency<br>E-mail: cmccauslin@cp-tel.net                          | 318-663-5206 | <b>Pate, Keri</b> -Realty Experts, Inc.<br>E-mail: kerijpate@gmail.com                            | 318-664-0004 |
| <b>McDaniel, Carissa S</b> -Exp Realty, LLC<br>E-mail: carissa.mcdaniel@exprealty.com                          | 318-290-4797 | <b>Patton, Camille</b> -Keller Williams Cenla Partners<br>E-mail: camillepatton@kw.com            | 318-206-7293 |
| <b>McGraw-Barbera, Marsha</b> -Keller Williams Cenla Partner<br>E-mail: mmcgrawbarbera@gmail.com               | 318-730-5056 | <b>Pearson, Alisha</b> -Century 21 Buelow-Miller Realty<br>E-mail: house2hometeam@gmail.com       | 318-481-1756 |
| <b>*McIntosh, Bobby R</b> -Realty USA, Inc.<br>E-mail: bobby@realty-usa.net                                    | 318-357-8780 | <b>Pepitone, Corine</b> -Barbra Difulco Real Estate, Inc<br>E-mail: CorinePepitone@aol.com        | 318-452-4235 |
| <b>*McIntosh, Rodrick</b> -Rhodes Realty, LLC<br>E-mail: rodrick@rhodesrealtyla.com                            | 318-792-2585 | <b>*Perego, Randy L</b> -Perego Realty, LLC<br>E-mail: rperego@peregorealty.com                   | 318-613-0607 |
| <b>McKay, Anna</b> -Call The Kelones Realty<br>E-mail: selbigla@gmail.com                                      | 318-305-3384 | <b>Perkins, Brittany</b> -Rhodes Realty, LLC<br>E-mail: perkins@rhodesrealtyla.com                | 318-787-9470 |
| <b>McManus, Bobbie Jo</b> -The George Group, LLC<br>E-mail: bobbiejo9900@yahoo.com                             | 315-715-5091 | <b>Perkins, James R</b> -Rhodes Realty, LLC<br>E-mail: james@georgere.com                         | 318-220-1888 |
| <b>McManus, Shannon</b> -The George Group, LLC<br>E-mail: shannon@georgere.com                                 | 318-715-5019 | <b>Perry, Ashley</b> -Keller Williams Cenla Partners<br>E-mail: ashperry@kw.com                   | 225-288-6548 |
| <b>McNeal, Bobbe</b> -Keller Williams Cenla Partners<br>E-mail: bobbemcneal@kw.com                             | 318-542-2700 | <b>*Perry, Jennifer</b> -Barbra Difulco Real Estate, Inc<br>E-mail: jendperry@yahoo.com           | 318-542-5503 |
| <b>McNeal, Rodney G</b> -Latter And Blum<br>E-mail: rgmcmneal@latterblum.com                                   | 318-613-1739 | <b>Peterman, Anna</b> -Barbra Difulco Real Estate, Inc<br>E-mail: apete33@aol.com                 | 318-445-7031 |
| <b>Melder, Brandon</b> -The Wilder Group<br>E-mail: brandonmelder.realtor@gmail.com                            | 318-308-3087 | <b>Petty, Calvin C</b> -Wagoner & Associates Appraisal<br>E-mail: pettycc10@gmail.com             | 318-341-3573 |
| <b>Merrick, Cain C</b> -Latter And Blum<br>E-mail: CMerrick@LatterBlum.com                                     | 318-359-2583 | <b>Phillips, Craig</b> -Keller Williams Cenla Partners<br>E-mail: craig@craigphilliphomes.com     | 318-500-0217 |
| <b>Michiels, Fran M</b> -Berkshire Hathaway Home Service<br>E-mail: fran.michiels@allyrealestate.com           | 318-641-7732 | <b>*Phillips, Trevor</b> -Trevor E. Phillips<br>E-mail: trevor.e.phillips@gmail.com               | 832-233-6887 |
| <b>Middendorf, Alexandra</b> -Cane Heritage Realty, Inc.<br>E-mail: alex7022@gmail.com                         | 318-356-4999 | <b>Piazza, Jen</b> -Call The Kelones Realty<br>E-mail: jenpiazza2018@gmail.com                    | 318-305-7566 |
| <b>*Middendorf, Zachary</b> -Cane Heritage Realty, Inc.<br>E-mail: zack7044@gmail.com                          | 318-356-4999 | <b>Pittman, Nicole</b> -Realty Experts, Inc.<br>E-mail: nicoleedene01@yahoo.com                   | 318-730-8803 |
| <b>Mikel, Michelle</b> -Exp Realty, LLC<br>E-mail: michelle@bermanmediapd.com                                  | 562-714-4951 | <b>Plauche, Brenda</b> -The Realty Company Of La, LLC<br>E-mail: bplaucherealtor@aol.com          | 318-201-5459 |
| <b>Miller, Ashley B</b> -Roch Michael Real Estate<br>E-mail: agentamiller@yahoo.com                            | 318-305-0968 | <b>*Poisso, Kimberly</b> -Kisatchie Realty<br>E-mail: kpoisso@gmail.com                           | 318-302-1252 |
| <b>Miller, Linda</b> -Century 21 Buelow-Miller Realty<br>E-mail: lindagalemiller@hotmail.com                   | 318-640-2794 | <b>Ponthier, Jager</b> -Keller Williams Cenla Partners<br>E-mail: jagerponthier@kw.com            | 318-541-5077 |
| <b>Miller, Theresa R</b> -Berkshire Hathaway Home Service<br>E-mail: theresa.miller@allyrealestate.com         | 318-715-3800 | <b>Ponthier, Jamie</b> -Keller Williams Cenla Partners<br>E-mail: jamieponthier@kw.com            | 318-359-0731 |
| <b>Milliner, Jameson</b> -Berkshire Hathaway Home Service<br>E-mail: jameson.milliner@allyrealestate.com       | 318-664-2170 | <b>Poret, Dawn</b> -Keller Williams Cenla Partners<br>E-mail: dawnporet@kw.com                    | 318-419-2788 |
| <b>Mistkowski, Stachia</b> -Keller Williams Cenla Partners<br>E-mail: smistkowski@kw.com                       | 405-839-1421 | <b>Potito, Vincent</b> -The George Group, LLC<br>E-mail: vpotito@live.com                         | 318-451-8776 |
| <b>Mobley, Katherine</b> -Exp Realty, LLC<br>E-mail: callkatimobley@gmail.com                                  | 318-880-5283 | <b>Powell, Tim</b> -Century 21 Buelow-Miller Realty<br>E-mail: tpowell8020@gmail.com              | 318-447-7146 |
| <b>Moncrief, Sonya</b> -Exp Realty, LLC<br>E-mail: sonyasellscenla@gmail.com                                   | 318-876-3125 | <b>Powers, Felicia</b> -Perego Realty, LLC<br>E-mail: fipowers@gmail.com                          | 318-452-7218 |
| <b>Monroe, Melinda N</b> -Keller Williams Cenla Partners<br>E-mail: melindamonroe@kw.com                       | 318-201-1478 | <b>Prestridge, Larry J</b> -Ritchie Real Estate<br>E-mail: larryprestridge75@gmail.com            | 318-715-3599 |
| <b>Moran, Taten</b> -Steven Seale Properties, LLC<br>E-mail: t8moran@yahoo.com                                 | 318-445-3359 | <b>Price, Marissa</b> -Rhodes Realty, LLC<br>E-mail: marissa@rhodesrealtyla.com                   | 318-451-4450 |
| <b>Moreau, Jennifer S</b> -Coldwell Banker Reap Realty<br>E-mail: duanejenn@suddenlink.net                     | 318-449-4611 | <b>Pridgeon, Rebecca</b> -Keller Williams Cenla Partners<br>E-mail: r.pridgeon@kw.com             | 318-619-7796 |
| <b>Morrison, Tommy L</b> -Latter And Blum<br>E-mail: tim2691@aol.com   | 318-613-3994 | <b>Prothro, Robin G</b> -Brad Ferguson Real Estate<br>E-mail: robinprothro@hotmail.com            | 318-352-4843 |
| <b>*Morvant, Jody D</b> -Jody D. Morvant, Appraiser<br>E-mail: jmorvant@aol.com                                | 337-230-1986 | <b>Purvis, Abigail</b> -Century 21 Buelow-Miller Realty<br>E-mail: abigail.century21@icloud.com   | 318-316-2906 |
| <b>Moses, David</b> -Ritchie Real Estate<br>E-mail: davidmoses@suddenlink.net                                  | 318-308-2044 | <b>Purvis, Mollie</b> -Compass Real Estate Group, LLC<br>E-mail: mollie@compassrealestatela.com   | 318-729-7066 |
| <b>*Mowad, John D</b> -Mowad Real Estate Company<br>E-mail: jdm109@suddenlink.net                              | 318-445-8725 | <b>Purvis, Nicole</b> -Compass Real Estate Group, LLC<br>E-mail: nicole@compassrealestatela.com   | 318-729-1066 |
| <b>Murphy, Casey</b> -Century 21 Buelow-Miller Realty<br>E-mail: crmurf89@yahoo.com                            | 318-447-1309 | <b>Rachal, Anita</b> -The George Group, LLC<br>E-mail: anita@georgere.com                         | 318-308-3248 |
| <b>Murphy, Martha A</b> -Brad Ferguson Real Estate<br>E-mail: murphy-martha5@gmail.com                         | 318-352-3818 | <b>Rachal, Candice</b> -Real Estate Group of Louisiana<br>E-mail: cenlaproptiesteam@gmail.com     | 318-477-8112 |
| <b>Murphy, Michael</b> -Steven Seale Properties, LLC<br>E-mail: mikemurphy318@yahoo.com                        | 318-448-1847 | <b>Rachal, Virginia</b> -Keller Williams Cenla Partners<br>E-mail: vrachalrealtor@gmail.com       | 318-652-1718 |
| <b>*Murphy, Richard</b> -Murphy Appraisal Service<br>E-mail: RickM@murphyappraisal.com                         | 504-722-8625 | <b>*Rackley, Steve M</b> -R Home Real Estate<br>E-mail: smrack@yahoo.com                          | 337-244-9355 |
| <b>Neal, Hailey</b> -Rhodes Realty, LLC<br>E-mail: hailey@rhodesrealtyla.com                                   | 318-305-5722 | <b>*Rax, Joyce W</b> -Rax Realty, LLC<br>E-mail: joyce.rax@gmail.com                              | 318-613-6225 |
| <b>Neville, Jazzmini Y</b> -Latter And Blum<br>E-mail: jneville@latterblum.com                                 | 318-794-4074 | <b>Raynes, Jarryd</b> -The Wilder Group<br>E-mail: jarrydraynes@gmail.com                         | 979-240-5690 |
| <b>Nevils, Kyle C</b> -Call The Kelones Realty<br>E-mail: c21klyen@gmail.com                                   | 318-359-1030 | <b>*Reap, Prissy</b> -Coldwell Banker Reap Realty<br>E-mail: prissy@prissyreap.com                | 318-449-5445 |
| <b>Nguyen, Cuong</b> -Latter And Blum<br>E-mail: kevin@noles-frye.com  | 318-787-4476 | <b>Reap, Steven</b> -Coldwell Banker Reap Realty<br>E-mail: jsreap@yahoo.com                      | 318-542-1855 |
| <b>Nichols, Ronald</b> -Doug Cross Appraisal Service<br>E-mail: appraisalnichols@yahoo.com                     | 318-445-2579 | <b>Reap-Curiel, Rhonda</b> -Coldwell Banker Reap Realty<br>E-mail: rcuriel@coldwellbankerreap.com | 318-308-9921 |
| <b>Noles, Rodney V</b> -Latter And Blum<br>E-mail: noles@noles-frye.com  | 318-487-0707 | <b>Redmon, Donovan</b> -Steven Seale Properties, LLC<br>E-mail: donavon1978@aol.com               | 318-541-0913 |
| <b>Norman, Jon</b> -Key Realty, LLC<br>E-mail: jfnrealtor@aol.com  | 318-730-1957 | <b>Reed, Michael</b> -Steven Seale Properties, LLC<br>E-mail: michaelreedproperties1@gmail.com    | 318-229-9791 |
| <b>Normand, Gay</b> -Geaux with Gauthier Realty LLC<br>E-mail: gaynormand@kw.com                               | 318-240-3941 | <b>Reeves, Jessica</b> -Realty Experts, Inc.<br>E-mail: jessicareeves019@gmail.com                | 318-715-0911 |
| <b>Ogrin, Helen S</b> -Diamond Realty & Associates<br>E-mail: helenstodolist@gmail.com                         | 318-787-4999 | <b>Rhodes, India</b> -Rhodes Realty, LLC<br>E-mail: india@rhodesrealtyla.com                      | 504-377-6920 |
| <b>*Oleary, Thomas H</b> -Xome<br>E-mail: tholeary@icloud.com  | 949-632-7715 | <b>Rice, Liz</b> -Latter And Blum<br>E-mail: lrice@latterblum.com                                 | 318-623-0041 |
| <b>Ong, Trudy</b> -Crest Realty<br>E-mail: trudyong@gmail.com  | 318-451-1822 | <b>Richard, Jeffery</b> -Exp Realty, LLC<br>E-mail: jeffery.richard@exprealty.com                 | 318-790-0018 |
| <b>Pantallion, Brittany</b> -Berkshire Hathaway Home Service<br>E-mail: brittney.pantallion@allyrealestate.com | 404-809-0121 | <b>Richey, Sara</b> -Real Estate Group of Louisiana<br>E-mail: sara.richey@aol.com                | 318-969-9330 |

\* DENOTES RESPONSIBLE MEMBER

GREATER CENTRAL LOUISIANA REALTORS® ASSOCIATION

REALTOR® Member Roster

|  |              |  |              |
|--|--------------|--|--------------|
| <b>*Richmond, Kathryn</b> -RE/MAX Real Estate Professional<br>E-mail: kathyrichmondrealtor@gmail.com     | 318-332-8357 | <b>*Slayter Jr, Aaron</b> -River Rouge Real Estate, LLC<br>E-mail: aaron@goriverrouge.com          | 318-652-8107 |
| <b>Riggarr, Becky</b> -RE/MAX Premier Real Estate<br>E-mail: becky@beckyriggarr.com                      | 318-481-2472 | <b>Slocum, Melody</b> -Keller Williams Cenla Partners<br>E-mail: pinmelody@icloud.com              | 318-419-8088 |
| <b>Risley, Susan</b> -Real Estate Group of Louisiana<br>E-mail: 463home@gmail.com                        | 318-308-1940 | <b>Smiley, Janna</b> -Rhodes Realty, LLC<br>E-mail: janna@rhodesrealtyla.com                       | 504-251-7780 |
| <b>*Ritchie, Matthew</b> -Ritchie Real Estate<br>E-mail: matritchie@ccim.net                             | 318-709-6288 | <b>Smith, Allison</b> -The Realty Company Of La, LLC<br>E-mail: ASmith.30@yahoo.com                | 318-541-3039 |
| <b>*Rivers, Donald</b> -R & R Appraisals<br>E-mail: doni62x@aol.com                                      | 318-715-9122 | <b>Smith, Benjamin</b> -The Trish Leleux Group<br>E-mail: ben@cenlaishome.com                      | 318-201-3666 |
| <b>Rivers, Misty</b> -Century 21 Buelow-Miller Realty<br>E-mail: mistyrivers0205@gmail.com               | 318-880-6890 | <b>Smith, Landon</b> -Coldwell Banker Reap Realty<br>E-mail: lsmith@coldwellbanker reap.com        | 318-201-3491 |
| <b>Roberson, Priscilla</b> -Crest Realty<br>E-mail: livelystones3@gmail.com                              | 318-704-9089 | <b>*Smith, Roger</b> -Smith Appraisals LLC<br>E-mail: roger@smithappraisals.com                    | 318-240-3227 |
| <b>*Roberts, La'Dasha</b> -VWOW Realty And Construction<br>E-mail: ladashadroberts@gmail.com             | 318-880-8603 | <b>*Smith, Ron</b> -RGS Appraisals, LLC<br>E-mail: rsmithsr@aol.com                                | 318-308-2521 |
| <b>Roberts, Paul</b> -Keller Williams Cenla Partners<br>E-mail: paulroberts@kw.com                       | 318-664-5261 | <b>Smith, Stephanie</b> -Ahrens Realty Company, LLC<br>E-mail: ssmith@ahrensrealty.net             | 318-308-0176 |
| <b>Roberts, Winston</b> -Ritchie Real Estate<br>E-mail: winstonroberts@aol.com                           | 318-715-3003 | <b>*Snow, Steven</b> -Landmark Properties Of Central<br>E-mail: stevensnow541@yahoo.com            | 318-442-1087 |
| <b>Robertson, Stephanie</b> -Call The Kelones Realty<br>E-mail: sjrobertsonrealty@gmail.com              | 318-447-0368 | <b>Soileau, Cheryl</b> -Latter And Blum<br>E-mail: cheryls204@yahoo.com                            | 318-730-8451 |
| <b>*Robinson, Willie M</b> -Ascension Realty Of Louisiana<br>E-mail: wrobinson@arofla.com                | 225-627-8569 | <b>Sonnier, Mary</b> -Exp Realty, LLC<br>E-mail: mmarybobarry@msn.com                              | 318-664-6387 |
| <b>Rogenmoser, Wanda P</b> -Crest Realty<br>E-mail: wrogenmoser@outlook.com                              | 318-730-9767 | <b>Spicer, April R</b> -Keller Williams Cenla Partners<br>E-mail: arspicer@kw.com                  | 318-451-5319 |
| <b>*Rogers, Doug</b> -Bayou Properties Realty, LLC<br>E-mail: dougsoldit@gmail.com                       | 318-613-1994 | <b>St. Andre, Desiray</b> -Century 21 Buelow-Miller Realty<br>E-mail: desiray.standre@yahoo.com    | 318-452-2425 |
| <b>*Rogers, Susan</b> -Alpha Team, LLC<br>E-mail: susanoffer@aol.com                                     | 318-201-9652 | <b>*Stallworth-Lewis, Dinah A</b> -Priority Real Estate, LLC<br>E-mail: dinahstallworth@gmail.com  | 318-332-8281 |
| <b>Rollins, Donna</b> -Latter And Blum<br>E-mail: drollins@noles-frye.com                                | 318-481-9210 | <b>Steepleton, Rose W</b> -Latter And Blum<br>E-mail: rsteepleton@noles-frye.com                   | 318-792-5706 |
| <b>Ross, Candy</b> -Keller Williams Cenla Partners<br>E-mail: candyrross@kw.com                          | 318-625-9151 | <b>Stellwagon, David</b> -Campbell Appraisals<br>E-mail: stellwagon@bellsouth.net                  | 318-854-0389 |
| <b>Roszell, Corey</b> -The Realty Company Of La, LLC<br>E-mail: roszellsells@yahoo.com                   | 318-880-4682 | <b>Stelly, Nancy</b> -Louisiana Lagniappe Realty LLC<br>E-mail: nancysrf@aol.net                   | 318-729-0790 |
| <b>Roy, Bryan</b> -Roch Michael Real Estate<br>E-mail: bryanrkroy@aol.com                                | 225-921-5275 | <b>Sterx, Joe Betty</b> -Crest Realty<br>E-mail: sterxjb@gmail.com                                 | 318-730-9555 |
| <b>*Roy, Catherine M</b> -Roch Michael Real Estate<br>E-mail: catherine@rochmichael.com                  | 318-359-1351 | <b>*Stevens, Kelly O</b> -Kelly O. Stevens Realty<br>E-mail: kstevensappraisals@suddenlink.net     | 318-664-1639 |
| <b>*Roy, Dax -Roy Appraisals, Inc.</b><br>E-mail: daxroy@yahoo.com                                       | 225-202-4383 | <b>Stewart, Archie</b> -Latter And Blum<br>E-mail: astewart@noles-frye.com                         | 318-792-8685 |
| <b>Roy, Van</b> -Roch Michael Real Estate<br>E-mail: vanroy@bellsouth.net                                | 318-240-3495 | <b>Stickell, Mary</b> -Keller Williams Cenla Partners<br>E-mail: marystickellrealtor@gmail.com     | 318-715-8501 |
| <b>Rubin, Cardell</b> -Berkshire Hathaway Home Service<br>E-mail: cardell.rubin@allyrealestate.com       | 318-542-8912 | <b>Stout, Shane</b> -Keller Williams Cenla Partners<br>E-mail: shanemstout@gmail.com               | 318-305-1699 |
| <b>Ruggles, Ashley</b> -Rhodes Realty, LLC<br>E-mail: ashley@rhodesrealtyla.com                          | 318-730-9691 | <b>*Straughan, Thomas R</b> -Straughan Real Estate<br>E-mail: thom@krocket.net                     | 318-628-2169 |
| <b>Salario, Stacey</b> -Keller Williams Cenla Partners<br>E-mail: salarios99@gmail.com                   | 318-794-0172 | <b>Strickland, Terri B</b> -Ritchie Real Estate<br>E-mail: teristrickland@suddenlink.net           | 318-201-1810 |
| <b>Salter, Alisia</b> -Coldwell Banker Reap Realty<br>E-mail: lantley@coldwellbanker reap.com            | 318-613-1601 | <b>Strohm, Pamela</b> -Crest Realty<br>E-mail: pamstrohmrealtor@gmail.com                          | 318-407-9755 |
| <b>Sanders, Deandrea</b> -Rhodes Realty, LLC<br>E-mail: deanderea@rhodesrealtyla.com                     | 225-244-3291 | <b>Stroup, Kristen</b> -Rhodes Realty, LLC<br>E-mail: Kristen@rhodesrealtyla.com                   | 318-542-3141 |
| <b>Saucier, Temperance</b> -Century 21 Buelow-Miller Realty<br>E-mail: Temperancesaucier@gmail.com       | 318-854-0022 | <b>Suire, Daniel</b> -Joey Dufour Realty<br>E-mail: dnsuire@yahoo.com                              | 337-658-9662 |
| <b>Savell, Kelly</b> -Cane Heritage Realty, Inc.<br>E-mail: kellysavell@hotmail.com                      | 318-332-8090 | <b>*Sutton, Mark K</b> -Sutton Real Estate Agency<br>E-mail: mkstutton@cp-tel.net                  | 318-471-6269 |
| <b>Schellenger, Bonnie</b> -Keller Williams Cenla Partners<br>E-mail: dandjcustomhomes@gmail.com         | 318-627-5233 | <b>Swantner, Laura</b> -Keller Williams Cenla Partners<br>E-mail: lswantner@kw.com                 | 318-451-8613 |
| <b>*Schexnayder, Paul</b> -Premier Realty of Acadiana LLC<br>E-mail: premierrealty@premier-real.com      | 337-363-1366 | <b>Sweat, Alicia M</b> -The Trish Leleux Group<br>E-mail: asweat@cenlaishome.com                   | 318-623-6686 |
| <b>Scholmke, Diane L</b> -Century 21 Buelow-Miller Realty<br>E-mail: dianescholmke@reagan.com            | 318-613-2034 | <b>Sylvia, Adele</b> -Rhodes Realty, LLC<br>E-mail: adele.sylvia@yahoo.com                         | 318-730-4617 |
| <b>Schwartz, Deborah K</b> -Key Realty, LLC<br>E-mail: Deborah@DeborahsRealEstate.com                    | 318-715-3301 | <b>Tagliarino, Jennifer</b> -Keller Williams Cenla Partners<br>E-mail: jtag@kw.com                 | 318-500-0846 |
| <b>Scott, Anthony</b> -Latter And Blum<br>E-mail: a.scott_27@yahoo.com                                   | 903-747-6243 | <b>Taitano, Haley</b> -Rhodes Realty, LLC<br>E-mail: haley@rhodesrealtyla.com                      | 318-332-7770 |
| <b>Scott, Eric</b> -Keller Williams Cenla Partners<br>E-mail: cenlarealtor@gmail.com                     | 318-528-7979 | <b>Tanner, Kevinrick D</b> -Latter And Blum<br>E-mail: ktanner@latterblum.com                      | 337-212-3806 |
| <b>Scroggs, Roland</b> -Ritchie Real Estate<br>E-mail: rscroggs@ritchiealestate.com                      | 318-308-4609 | <b>*Taylor, James M</b> -JME Appraisals<br>E-mail: JMEAppraisals@yahoo.com                         | 318-729-0577 |
| <b>Seaberry, Loretta</b> -Geaux with Gauthier Realty LLC<br>E-mail: lorettaseaberry@yahoo.com            | 318-305-8594 | <b>Terrell Jr., Richard</b> -Rhodes Realty, LLC<br>E-mail: dane@rhodesrealtyla.com                 | 318-332-7941 |
| <b>*Seale, Steven P</b> -Steven Seale Properties, LLC<br>E-mail: sealesteven@aol.com                     | 318-715-3333 | <b>Teutsch, Erin K</b> -Berkshire Hathaway Home Service<br>E-mail: erin.teutsch@allyrealestate.com | 318-578-1098 |
| <b>*Selman, Candace</b> -Cypress Realty of Louisiana<br>E-mail: candace.selman@yahoo.com                 | 318-229-7126 | <b>*Thompson, Troy</b> -Joey Dufour Realty<br>E-mail: joeydufourrealty@gmail.com                   | 318-253-8562 |
| <b>*Setliff, Elaine F</b> -Louisiana Lagniappe Realty LLC<br>E-mail: elaine@louisianalagniapperealty.com | 318-419-4402 | <b>Todd Jr., Pat</b> -Fox Realty Group<br>E-mail: xeroddude1@aol.com                               | 318-332-1723 |
| <b>Setliff, Savanna</b> -Call The Kelones Realty<br>E-mail: smaries1215@gmail.com                        | 318-451-6396 | <b>Todtenbier, Charla M</b> -Rhodes Realty, LLC<br>E-mail: micheletodtenbier@hotmail.com           | 318-581-0039 |
| <b>*Seward, Stan G</b> -Stan Seward Appraisals, LLC<br>E-mail: stan_seward@yahoo.com                     | 318-899-5190 | <b>Townsend, Lucy</b> -Ahrens Realty Company, LLC<br>E-mail: ltownsend@ahrensrealty.net            | 318-730-6742 |
| <b>*Sikes, Angela</b> -Real Estate Group of Louisiana<br>E-mail: anglesikes@aol.com                      | 318-201-9967 | <b>Tullos, Bobby</b> -Keller Williams Cenla Partners<br>E-mail: bobbytullos@kw.com                 | 318-308-2810 |
| <b>*Sikes, Craig</b> -The Realty Company Of La, LLC<br>E-mail: craigsikes10@aol.com                      | 318-201-9969 | <b>*Tullos, Tim A</b> -Keller Williams Cenla Partners<br>E-mail: ttullos@kw.com                    | 225-766-7469 |
| <b>Sikes, Kristie</b> -The Realty Company Of La, LLC<br>E-mail: kristiesikes0929@gmail.com               | 318-542-1622 | <b>Tyler, Abigail</b> -Call The Kelones Realty<br>E-mail: Abbigailtyler95@gmail.com                | 318-359-6980 |
| <b>*Simmons Jr, Robbie</b> -United Land And Homes, LLC<br>E-mail: rsimmons0622@yahoo.com                 | 318-471-0622 | <b>Ussery, Jack</b> -The George Group, LLC<br>E-mail: jack@georgere.com                            | 318-308-9822 |
| <b>Slay, Stacy</b> -Debbie Ranson Realty<br>E-mail: stacyslayre@gmail.com                                | 318-419-8066 | <b>Vallery, Gary</b> -Coldwell Banker Reap Realty<br>E-mail: gary@ValleryHomeInspections.com       | 318-787-9337 |

**REALTOR® Member Roster**

|   |              |
|---|--------------|
| <b>Van Cleef, Donald</b> -Key Realty, LLC<br>E-mail: dvanc41@yahoo.com                          | 318-613-1444 |
| <b>Vanderlick, Katie</b> -The Trish Leleux Group<br>E-mail: katie@cenlaishome.com               | 318-792-1939 |
| * <b>Venable, Kathleen</b> -Exp Realty, LLC<br>E-mail: la.broker@exprealty.net                  | 337-526-9330 |
| <b>Venson, Ronnie</b> -Louisiana Lagniappe Realty LLC<br>E-mail: rvenson@bellsouth.net          | 318-308-0889 |
| * <b>Vercher Jr, Harold J</b> -Image One Realty, LLC<br>E-mail: joey.vercher@yahoo.com          | 318-308-6578 |
| <b>Vercher, Aaron N</b> -Image One Realty, LLC<br>E-mail: averch4@yahoo.com                     | 318-308-0470 |
| <b>Vercher, Elizabeth</b> -Image One Realty, LLC<br>E-mail: ElizVercher.Realtor@gmail.com       | 318-794-2030 |
| <b>Vercher, Jennifer</b> -Image One Realty, LLC<br>E-mail: jennifer.vercher@yahoo.com           | 318-308-1133 |
| <b>Viator, Kevin</b> -Ahrens Realty Company, LLC<br>E-mail: kevinviator@ahrensrealty.net        | 318-308-7443 |
| <b>Vilar, Tommie R</b> -Ritchie Real Estate<br>E-mail: tommiervilar@gmail.com                   | 318-715-3699 |
| * <b>Wagoner, Shawn</b> -Wagoner & Associates Appraisal<br>E-mail: wagonerllc@yahoo.com         | 318-442-3433 |
| <b>Walker, Heather</b> -Realty Experts, Inc.<br>E-mail: heatherwalker10925@gmail.com            | 318-447-2625 |
| <b>Walker II, John</b> -Keller Williams Cenla Partners<br>E-mail: johnwalker47@kw.com           | 318-794-6769 |
| * <b>Walker, Kayla L</b> -Century 21 Buelow-Miller Realty<br>E-mail: kayla.walker@century21.com | 318-446-1910 |
| * <b>Walker Sr, Mike</b> -Mike Walker and Associates<br>E-mail: mike@mikewalker.net             | 225-337-5311 |
| <b>Walker, Philecia</b> -Fox Realty Group<br>E-mail: philecia@foxrealtygroupia.com              | 318-315-3865 |
| * <b>Waltman, Earl</b> -Earl Waltman Properties<br>E-mail: ewalt95255@aol.com                   | 318-664-1211 |
| <b>Ward, Kristie</b> -Century 21 Buelow-Miller Realty<br>E-mail: wardsres@suddenlink.net        | 318-419-9210 |
| <b>Wardsworth-Beasley, Andrea W</b> -Lawson Realty, LLC<br>E-mail: andreareal21@aol.com         | 318-613-1611 |
| <b>Weaver Jr, Billy</b> -Doug Cross Appraisal Service<br>E-mail: bweaverappraisal@gmail.com     | 318-955-5458 |
| * <b>Weaver, Vicki</b> -Weaver Realty, LLC<br>E-mail: weaverrealtlylc@gmail.com                 | 318-715-4098 |
| <b>Wehunt, Kali</b> -Keller Williams Cenla Partners<br>E-mail: kallwehunt@kw.com                | 318-201-6614 |
| <b>Weidner, Clark</b> -Keller Williams Cenla Partners<br>E-mail: clarkweidner@kw.com            | 318-447-6119 |
| <b>Wells, Dawn R</b> -Cane Heritage Realty, Inc.<br>E-mail: dawnwells2012@gmail.com             | 318-352-6957 |
| <b>Wenkel, Ashley</b> -Keller Williams Cenla Partners<br>E-mail: ashleywenkel@kw.com            | 318-419-8241 |
| <b>Whiddon, Jeremy</b> -Realty Experts, Inc.<br>E-mail: jwhiddon83@yahoo.com                    | 318-542-3752 |
| <b>White, Mary W</b> -Bolton Realty<br>E-mail: MaryWhiteTeam@gmail.com                          | 318-521-5243 |
| <b>White, Richard D</b> -Bolton Realty<br>E-mail: richard@marywhiteteam.com                     | 318-521-5243 |
| <b>Whittle, Janet R</b> -Century 21 Buelow-Miller Realty<br>E-mail: jfrand@aol.com              | 318-446-0866 |
| * <b>Wilder, Mason M</b> -The Wilder Group<br>E-mail: rusty.wilder@aol.com                      | 318-625-7475 |
| * <b>Wiley, Kimberly</b> -Diamond Properties Of LA<br>E-mail: kim.diamondproperties@gmail.com   | 318-206-3120 |
| <b>Williams, Claude</b> -Realty Experts, Inc.<br>E-mail: claudewilliams2010@gmail.com           | 318-277-1571 |
| <b>Williams, Dale W</b> -Latter And Blum<br>E-mail: dwilliams@noles-frye.com                    | 318-542-8050 |
| <b>Williams, Tina</b> -Rhodes Realty, LLC<br>E-mail: tina@rhodesrealtyla.com                    | 318-541-1809 |
| <b>Winn, Sharekia</b> -Louisiana Realty Ink, LLC<br>E-mail: sharekiawinn@yahoo.com              | 318-617-2209 |
| * <b>Wotton, Muriel D</b> -Key Realty, LLC<br>E-mail: muriel@keyhomes.com                       | 318-715-8132 |
| <b>Yelm, Maryann</b> -Crest Realty<br>E-mail: maryanncrestrealty@gmail.com                      | 318-623-7163 |
| <b>Young, Erika</b> -Keller Williams Cenla Partners<br>E-mail: erikayoung@kw.com                | 765-421-8422 |
| <b>Young, Megan</b> -The Realty Company Of La, LLC<br>E-mail: megan.property@yahoo.com          | 318-709-4737 |

# CODE OF ETHICS AND STANDARDS OF PRACTICE OF THE NATIONAL ASSOCIATION OF REALTORS®

Effective January 1, 2022



Where the word REALTORS® is used in this Code and Preamble, it shall be deemed to include REALTOR ASSOCIATE®s.

While the Code of Ethics establishes obligations that may be higher than those mandated by law, in any instance where the Code of Ethics and the law conflict, the obligations of the law must take precedence.

## Preamble

Under all is the land. Upon its wise utilization and widely allocated ownership depend the survival and growth of free institutions and of our civilization. REALTORS® should recognize that the interests of the nation and its citizens require the highest and best use of the land and the widest distribution of land ownership. They require the creation of adequate housing, the building of functioning cities, the development of productive industries and farms, and the preservation of a healthful environment.

Such interests impose obligations beyond those of ordinary commerce. They impose grave social responsibility and a patriotic duty to which REALTORS® should dedicate themselves, and for which they should be diligent in preparing themselves. REALTORS®, therefore, are zealous to maintain and improve the standards of their calling and share with their fellow REALTORS® a common responsibility for its integrity and honor.

In recognition and appreciation of their obligations to clients, customers, the public, and each other, REALTORS® continuously strive to become and remain informed on issues affecting real estate and, as knowledgeable professionals, they willingly share the fruit of their experience and study with others. They identify and take steps, through enforcement of this Code of Ethics and by assisting appropriate regulatory bodies, to eliminate practices which may damage the public or which might discredit or bring dishonor to the real estate profession. REALTORS® having direct personal knowledge of conduct that may violate the Code of Ethics involving misappropriation of client or customer funds or property, willful discrimination, or fraud resulting in substantial economic harm, bring such matters to the attention of the appropriate Board or Association of REALTORS®. (Amended 1/00)

Realizing that cooperation with other real estate professionals promotes the best interests of those who utilize their services, REALTORS® urge exclusive representation of clients; do not attempt to gain any unfair advantage over their competitors; and they refrain from making unsolicited comments about other practitioners. In instances where their opinion is sought, or where REALTORS® believe that comment is necessary, their opinion is offered in an objective, professional manner, uninfluenced by any personal motivation or potential advantage or gain.

The term REALTOR® has come to connote competency, fairness, and high integrity resulting from adherence to a lofty ideal of moral conduct in business relations. No inducement of profit and no instruction from clients ever can justify departure from this ideal.

In the interpretation of this obligation, REALTORS® can take no safer guide than that which has been handed down through the centuries, embodied in the Golden Rule, "Whatsoever ye would that others should do to you, do ye even so to them."

Accepting this standard as their own, REALTORS® pledge to observe its spirit in all of their activities whether conducted personally, through associates or others, or via technological means, and to conduct their business in accordance with the tenets set forth below. (Amended 1/07)

## Duties to Clients and Customers

### Article 1

When representing a buyer, seller, landlord, tenant, or other client as an agent, REALTORS® pledge themselves to protect and promote the interests of their client. This obligation to the client is primary, but it does not relieve REALTORS® of their obligation to treat all parties honestly. When serving a buyer, seller, landlord, tenant or other party in a non-agency capacity, REALTORS® remain obligated to treat all parties honestly. (Amended 1/01)

- **Standard of Practice 1-1**

REALTORS®, when acting as principals in a real estate transaction, remain obligated by the duties imposed by the Code of Ethics. (Amended 1/93)

- **Standard of Practice 1-2**

The duties imposed by the Code of Ethics encompass all real estate-related activities and transactions whether conducted in person, electronically, or through any other means.

The duties the Code of Ethics imposes are applicable whether REALTORS® are acting as agents or in legally recognized non-agency capacities except that any duty imposed exclusively on agents by law or regulation shall not be imposed by this Code of Ethics on REALTORS® acting in non-agency capacities.

As used in this Code of Ethics, "client" means the person(s) or entity(ies) with whom a REALTOR® or a REALTOR®'s firm has an agency or legally recognized non-agency relationship; "customer" means a party to a real estate transaction who receives information, services, or benefits but has no contractual relationship with the REALTOR® or the REALTOR®'s firm; "prospect" means a purchaser, seller, tenant, or landlord who is not subject to a representation relationship with the REALTOR® or REALTOR®'s firm; "agent" means a real estate licensee (including brokers and sales associates) acting in an agency relationship as defined by state law or regulation; and "broker" means a real estate licensee (including brokers and sales associates) acting as an agent or in a legally recognized non-agency capacity. (Adopted 1/95, Amended 1/07)

- **Standard of Practice 1-3**

REALTORS®, in attempting to secure a listing, shall not deliberately mislead the owner as to market value.

- **Standard of Practice 1-4**  
REALTORS®, when seeking to become a buyer/tenant representative, shall not mislead buyers or tenants as to savings or other benefits that might be realized through use of the REALTOR®'s services. (Amended 1/93)
- **Standard of Practice 1-5**  
REALTORS® may represent the seller/landlord and buyer/tenant in the same transaction only after full disclosure to and with informed consent of both parties. (Adopted 1/93)
- **Standard of Practice 1-6**  
REALTORS® shall submit offers and counter-offers objectively and as quickly as possible. (Adopted 1/93, Amended 1/95)
- **Standard of Practice 1-7**  
When acting as listing brokers, REALTORS® shall continue to submit to the seller/landlord all offers and counter-offers until closing or execution of a lease unless the seller/landlord has waived this obligation in writing. Upon the written request of a cooperating broker who submits an offer to the listing broker, the listing broker shall provide, as soon as practical, a written affirmation to the cooperating broker stating that the offer has been submitted to the seller/landlord, or a written notification that the seller/landlord has waived the obligation to have the offer presented. REALTORS® shall not be obligated to continue to market the property after an offer has been accepted by the seller/landlord. REALTORS® shall recommend that sellers/landlords obtain the advice of legal counsel prior to acceptance of a subsequent offer except where the acceptance is contingent on the termination of the pre-existing purchase contract or lease. (Amended 1/20)
- **Standard of Practice 1-8**  
REALTORS®, acting as agents or brokers of buyers/tenants, shall submit to buyers/tenants all offers and counter-offers until acceptance but have no obligation to continue to show properties to their clients after an offer has been accepted unless otherwise agreed in writing. Upon the written request of the listing broker who submits a counter-offer to the buyer's/tenant's broker, the buyer's/tenant's broker shall provide, as soon as practical, a written affirmation to the listing broker stating that the counter-offer has been submitted to the buyers/tenants, or a written notification that the buyers/tenants have waived the obligation to have the counter-offer presented. REALTORS®, acting as agents or brokers of buyers/tenants, shall recommend that buyers/tenants obtain the advice of legal counsel if there is a question as to whether a pre-existing contract has been terminated. (Adopted 1/93, Amended 1/22)
- **Standard of Practice 1-9**  
The obligation of REALTORS® to preserve confidential information (as defined by state law) provided by their clients in the course of any agency relationship or non-agency relationship recognized by law continues after termination of agency relationships or any non-agency relationships recognized by law. REALTORS® shall not knowingly, during or following the termination of professional relationships with their clients:
  - 1) reveal confidential information of clients; or
  - 2) use confidential information of clients to the disadvantage of clients; or
  - 3) use confidential information of clients for the REALTOR®'s advantage or the advantage of third parties unless:
    - a) clients consent after full disclosure; or
    - b) REALTORS® are required by court order; or
    - c) it is the intention of a client to commit a crime and the information is necessary to prevent the crime; or
    - d) it is necessary to defend a REALTOR® or the REALTOR®'s employees or associates against an accusation of wrongful conduct.

Information concerning latent material defects is not considered confidential information under this Code of Ethics. (Adopted 1/93, Amended 1/01)
- **Standard of Practice 1-10**  
REALTORS® shall, consistent with the terms and conditions of their real estate licensure and their property management agreement, competently manage the property of clients with due regard for the rights, safety and health of tenants and others lawfully on the premises. (Adopted 1/95, Amended 1/00)
- **Standard of Practice 1-11**  
REALTORS® who are employed to maintain or manage a client's property shall exercise due diligence and make reasonable efforts to protect it against reasonably foreseeable contingencies and losses. (Adopted 1/95)
- **Standard of Practice 1-12**  
When entering into listing contracts, REALTORS® must advise sellers/landlords of:
  - 1) the REALTOR®'s company policies regarding cooperation and the amount(s) of any compensation that will be offered to subagents, buyer/tenant agents, and/or brokers acting in legally recognized non-agency capacities;
  - 2) the fact that buyer/tenant agents or brokers, even if compensated by listing brokers, or by sellers/landlords may represent the interests of buyers/tenants; and
  - 3) any potential for listing brokers to act as disclosed dual agents, e.g., buyer/tenant agents. (Adopted 1/93, Renumbered 1/98, Amended 1/03)
- **Standard of Practice 1-13**  
When entering into buyer/tenant agreements, REALTORS® must advise potential clients of:
  - 1) the REALTOR®'s company policies regarding cooperation;
  - 2) the amount of compensation to be paid by the client;
  - 3) the potential for additional or offsetting compensation from other brokers, from the seller or landlord, or from other parties;
  - 4) any potential for the buyer/tenant representative to act as a disclosed dual agent, e.g., listing broker, subagent, landlord's agent, etc.; and
  - 5) the possibility that sellers or sellers' representatives may not treat the existence, terms, or conditions of offers as confidential unless confidentiality is required by law, regulation, or by any confidentiality agreement between the parties. (Adopted 1/93, Renumbered 1/98, Amended 1/06)
- **Standard of Practice 1-14**  
Fees for preparing appraisals or other valuations shall not be contingent upon the amount of the appraisal or valuation. (Adopted 1/02)
- **Standard of Practice 1-15**  
REALTORS®, in response to inquiries from buyers or cooperating brokers shall, with the sellers' approval, disclose the existence of offers on the property. Where disclosure is authorized, REALTORS® shall also disclose, if asked, whether offers were obtained by the listing licensee, another licensee in the listing firm, or by a cooperating broker. (Adopted 1/03, Amended 1/09)
- **Standard of Practice 1-16**  
REALTORS® shall not access or use, or permit or enable others to access or use, listed or managed property on terms or conditions other than those authorized by the owner or seller. (Adopted 1/12)

## Article 2

REALTORS® shall avoid exaggeration, misrepresentation, or concealment of pertinent facts relating to the property or the transaction. REALTORS® shall not, however, be obligated to discover latent defects in the property, to advise on matters outside the scope of their real estate license, or to disclose facts which are confidential under the scope of agency or non-agency relationships as defined by state law. (Amended 1/00)



- **Standard of Practice 2-1**  
REALTORS® shall only be obligated to discover and disclose adverse factors reasonably apparent to someone with expertise in those areas required by their real estate licensing authority. Article 2 does not impose upon the REALTOR® the obligation of expertise in other professional or technical disciplines. (Amended 1/96)
- **Standard of Practice 2-2**  
(Renumbered as Standard of Practice 1-12 1/98)
- **Standard of Practice 2-3**  
(Renumbered as Standard of Practice 1-13 1/98)
- **Standard of Practice 2-4**  
REALTORS® shall not be parties to the naming of a false consideration in any document, unless it be the naming of an obviously nominal consideration.
- **Standard of Practice 2-5**  
Factors defined as “non-material” by law or regulation or which are expressly referenced in law or regulation as not being subject to disclosure are considered not “pertinent” for purposes of Article 2. (Adopted 1/93)

## Article 3

REALTORS® shall cooperate with other brokers except when cooperation is not in the client’s best interest. The obligation to cooperate does not include the obligation to share commissions, fees, or to otherwise compensate another broker. (Amended 1/95)

- **Standard of Practice 3-1**  
REALTORS®, acting as exclusive agents or brokers of sellers/landlords, establish the terms and conditions of offers to cooperate. Unless expressly indicated in offers to cooperate, cooperating brokers may not assume that the offer of cooperation includes an offer of compensation. Terms of compensation, if any, shall be ascertained by cooperating brokers before beginning efforts to accept the offer of cooperation. (Amended 1/99)
- **Standard of Practice 3-2**  
Any change in compensation offered for cooperative services must be communicated to the other REALTOR® prior to the time that REALTOR® submits an offer to purchase/lease the property. After a REALTOR® has submitted an offer to purchase or lease property, the listing broker may not attempt to unilaterally modify the offered compensation with respect to that cooperative transaction. (Amended 1/14)
- **Standard of Practice 3-3**  
Standard of Practice 3-2 does not preclude the listing broker and cooperating broker from entering into an agreement to change cooperative compensation. (Adopted 1/94)
- **Standard of Practice 3-4**  
REALTORS®, acting as listing brokers, have an affirmative obligation to disclose the existence of dual or variable rate commission arrangements (i.e., listings where one amount of commission is payable if the listing broker’s firm is the procuring cause of sale/lease and a different amount of commission is payable if the sale/lease results through the efforts of the seller/landlord or a cooperating broker). The listing broker shall, as soon as practical, disclose the existence of such arrangements to potential cooperating brokers and shall, in response to inquiries from cooperating brokers, disclose the differential that would result in a cooperative transaction or in a sale/lease that results through the efforts of the seller/landlord. If the cooperating broker is a buyer/tenant representative, the buyer/tenant representative must disclose such information to their client before the client makes an offer to purchase or lease. (Amended 1/02)
- **Standard of Practice 3-5**  
It is the obligation of subagents to promptly disclose all pertinent facts to the principal’s agent prior to as well as after a purchase or lease agreement is executed. (Amended 1/93)

- **Standard of Practice 3-6**  
REALTORS® shall disclose the existence of accepted offers, including offers with unresolved contingencies, to any broker seeking cooperation. (Adopted 5/86, Amended 1/04)
- **Standard of Practice 3-7**  
When seeking information from another REALTOR® concerning property under a management or listing agreement, REALTORS® shall disclose their REALTOR® status and whether their interest is personal or on behalf of a client and, if on behalf of a client, their relationship with the client. (Amended 1/11)
- **Standard of Practice 3-8**  
REALTORS® shall not misrepresent the availability of access to show or inspect a listed property. (Amended 11/87)
- **Standard of Practice 3-9**  
REALTORS® shall not provide access to listed property on terms other than those established by the owner or the listing broker. (Adopted 1/10)
- **Standard of Practice 3-10**  
The duty to cooperate established in Article 3 relates to the obligation to share information on listed property, and to make property available to other brokers for showing to prospective purchasers/tenants when it is in the best interests of sellers/landlords. (Adopted 1/11)
- **Standard of Practice 3-11**  
REALTORS® may not refuse to cooperate on the basis of a broker’s race, color, religion, sex, handicap, familial status, national origin, sexual orientation, or gender identity. (Adopted 1/20)

## Article 4

REALTORS® shall not acquire an interest in or buy or present offers from themselves, any member of their immediate families, their firms or any member thereof, or any entities in which they have any ownership interest, any real property without making their true position known to the owner or the owner’s agent or broker. In selling property they own, or in which they have any interest, REALTORS® shall reveal their ownership or interest in writing to the purchaser or the purchaser’s representative. (Amended 1/00)

- **Standard of Practice 4-1**  
For the protection of all parties, the disclosures required by Article 4 shall be in writing and provided by REALTORS® prior to the signing of any contract. (Adopted 2/86)

## Article 5

REALTORS® shall not undertake to provide professional services concerning a property or its value where they have a present or contemplated interest unless such interest is specifically disclosed to all affected parties.

## Article 6

REALTORS® shall not accept any commission, rebate, or profit on expenditures made for their client, without the client’s knowledge and consent.

When recommending real estate products or services (e.g., homeowner’s insurance, warranty programs, mortgage financing, title insurance, etc.), REALTORS® shall disclose to the client or customer to whom the recommendation is made any financial benefits or fees, other than real estate referral fees, the REALTOR® or REALTOR®’s firm may receive as a direct result of such recommendation. (Amended 1/99)

- **Standard of Practice 6-1**  
REALTORS® shall not recommend or suggest to a client or a customer the use of services of another organization or business entity in which they have a direct interest without disclosing such interest at the time of the recommendation or suggestion. (Amended 5/88)

## Article 7

In a transaction, REALTORS® shall not accept compensation from more than one party, even if permitted by law, without disclosure

to all parties and the informed consent of the REALTOR®'s client or clients. (Amended 1/93)

## Article 8

REALTORS® shall keep in a special account in an appropriate financial institution, separated from their own funds, monies coming into their possession in trust for other persons, such as escrows, trust funds, clients' monies, and other like items.

## Article 9

REALTORS®, for the protection of all parties, shall assure whenever possible that all agreements related to real estate transactions including, but not limited to, listing and representation agreements, purchase contracts, and leases are in writing in clear and understandable language expressing the specific terms, conditions, obligations and commitments of the parties. A copy of each agreement shall be furnished to each party to such agreements upon their signing or initialing. (Amended 1/04)

### • Standard of Practice 9-1

For the protection of all parties, REALTORS® shall use reasonable care to ensure that documents pertaining to the purchase, sale, or lease of real estate are kept current through the use of written extensions or amendments. (Amended 1/93)

### • Standard of Practice 9-2

When assisting or enabling a client or customer in establishing a contractual relationship (e.g., listing and representation agreements, purchase agreements, leases, etc.) electronically, REALTORS® shall make reasonable efforts to explain the nature and disclose the specific terms of the contractual relationship being established prior to it being agreed to by a contracting party. (Adopted 1/07)

## Duties to the Public

## Article 10

REALTORS® shall not deny equal professional services to any person for reasons of race, color, religion, sex, handicap, familial status, national origin, sexual orientation, or gender identity. REALTORS® shall not be parties to any plan or agreement to discriminate against a person or persons on the basis of race, color, religion, sex, handicap, familial status, national origin, sexual orientation, or gender identity. (Amended 1/14)

REALTORS®, in their real estate employment practices, shall not discriminate against any person or persons on the basis of race, color, religion, sex, handicap, familial status, national origin, sexual orientation, or gender identity. (Amended 1/14)

### • Standard of Practice 10-1

When involved in the sale or lease of a residence, REALTORS® shall not volunteer information regarding the racial, religious or ethnic composition of any neighborhood nor shall they engage in any activity which may result in panic selling, however, REALTORS® may provide other demographic information. (Adopted 1/94, Amended 1/06)

### • Standard of Practice 10-2

When not involved in the sale or lease of a residence, REALTORS® may provide demographic information related to a property, transaction or professional assignment to a party if such demographic information is (a) deemed by the REALTOR® to be needed to assist with or complete, in a manner consistent with Article 10, a real estate transaction or professional assignment and (b) is obtained or derived from a recognized, reliable, independent, and impartial source. The source of such information and any additions, deletions, modifications, interpretations, or other changes shall be disclosed in reasonable detail. (Adopted 1/05, Renumbered 1/06)

### • Standard of Practice 10-3

REALTORS® shall not print, display or circulate any statement or advertisement with respect to selling or renting of a property that indicates any preference, limitations or discrimination based

on race, color, religion, sex, handicap, familial status, national origin, sexual orientation, or gender identity. (Adopted 1/94, Renumbered 1/05 and 1/06, Amended 1/14)

### • Standard of Practice 10-4

As used in Article 10 "real estate employment practices" relates to employees and independent contractors providing real estate-related services and the administrative and clerical staff directly supporting those individuals. (Adopted 1/00, Renumbered 1/05 and 1/06)

### • Standard of Practice 10-5

REALTORS® must not use harassing speech, hate speech, epithets, or slurs based on race, color, religion, sex, handicap, familial status, national origin, sexual orientation, or gender identity. (Adopted and effective November 13, 2020)

## Article 11

The services which REALTORS® provide to their clients and customers shall conform to the standards of practice and competence which are reasonably expected in the specific real estate disciplines in which they engage; specifically, residential real estate brokerage, real property management, commercial and industrial real estate brokerage, land brokerage, real estate appraisal, real estate counseling, real estate syndication, real estate auction, and international real estate.

REALTORS® shall not undertake to provide specialized professional services concerning a type of property or service that is outside their field of competence unless they engage the assistance of one who is competent on such types of property or service, or unless the facts are fully disclosed to the client. Any persons engaged to provide such assistance shall be so identified to the client and their contribution to the assignment should be set forth. (Amended 1/10)

### • Standard of Practice 11-1

When REALTORS® prepare opinions of real property value or price they must:

- 1) be knowledgeable about the type of property being valued,
- 2) have access to the information and resources necessary to formulate an accurate opinion, and
- 3) be familiar with the area where the subject property is located

unless lack of any of these is disclosed to the party requesting the opinion in advance.

When an opinion of value or price is prepared other than in pursuit of a listing or to assist a potential purchaser in formulating a purchase offer, the opinion shall include the following unless the party requesting the opinion requires a specific type of report or different data set:

- 1) identification of the subject property
- 2) date prepared
- 3) defined value or price
- 4) limiting conditions, including statements of purpose(s) and intended user(s)
- 5) any present or contemplated interest, including the possibility of representing the seller/landlord or buyers/tenants
- 6) basis for the opinion, including applicable market data
- 7) if the opinion is not an appraisal, a statement to that effect
- 8) disclosure of whether and when a physical inspection of the property's exterior was conducted
- 9) disclosure of whether and when a physical inspection of the property's interior was conducted
- 10) disclosure of whether the REALTOR® has any conflicts of interest (Amended 1/14)

### • Standard of Practice 11-2

The obligations of the Code of Ethics in respect of real estate disciplines other than appraisal shall be interpreted and applied in accordance with the standards of competence and practice which

clients and the public reasonably require to protect their rights and interests considering the complexity of the transaction, the availability of expert assistance, and, where the REALTOR® is an agent or subagent, the obligations of a fiduciary. (Adopted 1/95)

• **Standard of Practice 11-3**

When REALTORS® provide consultative services to clients which involve advice or counsel for a fee (not a commission), such advice shall be rendered in an objective manner and the fee shall not be contingent on the substance of the advice or counsel given. If brokerage or transaction services are to be provided in addition to consultative services, a separate compensation may be paid with prior agreement between the client and REALTOR®. (Adopted 1/96)

• **Standard of Practice 11-4**

The competency required by Article 11 relates to services contracted for between REALTORS® and their clients or customers; the duties expressly imposed by the Code of Ethics; and the duties imposed by law or regulation. (Adopted 1/02)

## Article 12

REALTORS® shall be honest and truthful in their real estate communications and shall present a true picture in their advertising, marketing, and other representations. REALTORS® shall ensure that their status as real estate professionals is readily apparent in their advertising, marketing, and other representations, and that the recipients of all real estate communications are, or have been, notified that those communications are from a real estate professional. (Amended 1/08)

• **Standard of Practice 12-1**

REALTORS® must not represent that their brokerage services to a client or customer are free or available at no cost to their clients, unless the REALTOR® will receive no financial compensation from any source for those services. (Amended 1/22)

• **Standard of Practice 12-2**

(Deleted 1/20)

• **Standard of Practice 12-3**

The offering of premiums, prizes, merchandise discounts or other inducements to list, sell, purchase, or lease is not, in itself, unethical even if receipt of the benefit is contingent on listing, selling, purchasing, or leasing through the REALTOR® making the offer. However, REALTORS® must exercise care and candor in any such advertising or other public or private representations so that any party interested in receiving or otherwise benefiting from the REALTOR®'s offer will have clear, thorough, advance understanding of all the terms and conditions of the offer. The offering of any inducements to do business is subject to the limitations and restrictions of state law and the ethical obligations established by any applicable Standard of Practice. (Amended 1/95)

• **Standard of Practice 12-4**

REALTORS® shall not offer for sale/lease or advertise property without authority. When acting as listing brokers or as subagents, REALTORS® shall not quote a price different from that agreed upon with the seller/landlord. (Amended 1/93)

• **Standard of Practice 12-5**

REALTORS® shall not advertise nor permit any person employed by or affiliated with them to advertise real estate services or listed property in any medium (e.g., electronically, print, radio, television, etc.) without disclosing the name of that REALTOR®'s firm in a reasonable and readily apparent manner either in the advertisement or in electronic advertising via a link to a display with all required disclosures. (Adopted 11/86, Amended 1/16)

• **Standard of Practice 12-6**

REALTORS®, when advertising unlisted real property for sale/lease in which they have an ownership interest, shall disclose their status as both owners/landlords and as REALTORS® or real estate licensees. (Amended 1/93)

• **Standard of Practice 12-7**

Only REALTORS® who participated in the transaction as the listing broker or cooperating broker (selling broker) may claim to have "sold" the property. Prior to closing, a cooperating broker may post a "sold" sign only with the consent of the listing broker. (Amended 1/96)

• **Standard of Practice 12-8**

The obligation to present a true picture in representations to the public includes information presented, provided, or displayed on REALTORS®' websites. REALTORS® shall use reasonable efforts to ensure that information on their websites is current. When it becomes apparent that information on a REALTOR®'s website is no longer current or accurate, REALTORS® shall promptly take corrective action. (Adopted 1/07)

• **Standard of Practice 12-9**

REALTOR® firm websites shall disclose the firm's name and state(s) of licensure in a reasonable and readily apparent manner.

Websites of REALTORS® and non-member licensees affiliated with a REALTOR® firm shall disclose the firm's name and that REALTOR®'s or non-member licensee's state(s) of licensure in a reasonable and readily apparent manner. (Adopted 1/07)

• **Standard of Practice 12-10**

REALTORS®' obligation to present a true picture in their advertising and representations to the public includes Internet content, images, and the URLs and domain names they use, and prohibits REALTORS® from:

- 1) engaging in deceptive or unauthorized framing of real estate brokerage websites;
- 2) manipulating (e.g., presenting content developed by others) listing and other content in any way that produces a deceptive or misleading result;
- 3) deceptively using metatags, keywords or other devices/methods to direct, drive, or divert Internet traffic; or
- 4) presenting content developed by others without either attribution or without permission; or
- 5) otherwise misleading consumers, including use of misleading images. (Adopted 1/07, Amended 1/18)

• **Standard of Practice 12-11**

REALTORS® intending to share or sell consumer information gathered via the Internet shall disclose that possibility in a reasonable and readily apparent manner. (Adopted 1/07)

• **Standard of Practice 12-12**

REALTORS® shall not:

- 1) use URLs or domain names that present less than a true picture, or
- 2) register URLs or domain names which, if used, would present less than a true picture. (Adopted 1/08)

• **Standard of Practice 12-13**

The obligation to present a true picture in advertising, marketing, and representations allows REALTORS® to use and display only professional designations, certifications, and other credentials to which they are legitimately entitled. (Adopted 1/08)

## Article 13

REALTORS® shall not engage in activities that constitute the unauthorized practice of law and shall recommend that legal counsel be obtained when the interest of any party to the transaction requires it.

## Article 14

If charged with unethical practice or asked to present evidence or to cooperate in any other way, in any professional standards proceeding or investigation, REALTORS® shall place all pertinent facts before the proper tribunals of the Member Board or affiliated institute, society, or council in which membership is held and shall take no action to disrupt or obstruct such processes. (Amended 1/99)

- **Standard of Practice 14-1**

REALTORS® shall not be subject to disciplinary proceedings in more than one Board of REALTORS® or affiliated institute, society, or council in which they hold membership with respect to alleged violations of the Code of Ethics relating to the same transaction or event. (Amended 1/95)

- **Standard of Practice 14-2**

REALTORS® shall not make any unauthorized disclosure or dissemination of the allegations, findings, or decision developed in connection with an ethics hearing or appeal or in connection with an arbitration hearing or procedural review. (Amended 1/92)

- **Standard of Practice 14-3**

REALTORS® shall not obstruct the Board's investigative or professional standards proceedings by instituting or threatening to institute actions for libel, slander, or defamation against any party to a professional standards proceeding or their witnesses based on the filing of an arbitration request, an ethics complaint, or testimony given before any tribunal. (Adopted 11/87, Amended 1/99)

- **Standard of Practice 14-4**

REALTORS® shall not intentionally impede the Board's investigative or disciplinary proceedings by filing multiple ethics complaints based on the same event or transaction. (Adopted 11/88)

## Duties to REALTORS®

### Article 15

REALTORS® shall not knowingly or recklessly make false or misleading statements about other real estate professionals, their businesses, or their business practices. (Amended 1/12)

- **Standard of Practice 15-1**

REALTORS® shall not knowingly or recklessly file false or unfounded ethics complaints. (Adopted 1/00)

- **Standard of Practice 15-2**

The obligation to refrain from making false or misleading statements about other real estate professionals, their businesses, and their business practices includes the duty to not knowingly or recklessly publish, repeat, retransmit, or republish false or misleading statements made by others. This duty applies whether false or misleading statements are repeated in person, in writing, by technological means (e.g., the Internet), or by any other means. (Adopted 1/07, Amended 1/12)

- **Standard of Practice 15-3**

The obligation to refrain from making false or misleading statements about other real estate professionals, their businesses, and their business practices includes the duty to publish a clarification about or to remove statements made by others on electronic media the REALTOR® controls once the REALTOR® knows the statement is false or misleading. (Adopted 1/10, Amended 1/12)

### Article 16

REALTORS® shall not engage in any practice or take any action inconsistent with exclusive representation or exclusive brokerage relationship agreements that other REALTORS® have with clients. (Amended 1/04)

- **Standard of Practice 16-1**

Article 16 is not intended to prohibit aggressive or innovative business practices which are otherwise ethical and does not prohibit disagreements with other REALTORS® involving commission, fees, compensation or other forms of payment or expenses. (Adopted 1/93, Amended 1/95)

- **Standard of Practice 16-2**

Article 16 does not preclude REALTORS® from making general announcements to prospects describing their services and the terms of their availability even though some recipients may have

entered into agency agreements or other exclusive relationships with another REALTOR®. A general telephone canvass, general mailing or distribution addressed to all prospects in a given geographical area or in a given profession, business, club, or organization, or other classification or group is deemed "general" for purposes of this standard. (Amended 1/04)

Article 16 is intended to recognize as unethical two basic types of solicitations:

First, telephone or personal solicitations of property owners who have been identified by a real estate sign, multiple listing compilation, or other information service as having exclusively listed their property with another REALTOR® and

Second, mail or other forms of written solicitations of prospects whose properties are exclusively listed with another REALTOR® when such solicitations are not part of a general mailing but are directed specifically to property owners identified through compilations of current listings, "for sale" or "for rent" signs, or other sources of information required by Article 3 and Multiple Listing Service rules to be made available to other REALTORS® under offers of subagency or cooperation. (Amended 1/04)

- **Standard of Practice 16-3**

Article 16 does not preclude REALTORS® from contacting the client of another broker for the purpose of offering to provide, or entering into a contract to provide, a different type of real estate service unrelated to the type of service currently being provided (e.g., property management as opposed to brokerage) or from offering the same type of service for property not subject to other brokers' exclusive agreements. However, information received through a Multiple Listing Service or any other offer of cooperation may not be used to target clients of other REALTORS® to whom such offers to provide services may be made. (Amended 1/04)

- **Standard of Practice 16-4**

REALTORS® shall not solicit a listing which is currently listed exclusively with another broker. However, if the listing broker, when asked by the REALTOR®, refuses to disclose the expiration date and nature of such listing, i.e., an exclusive right to sell, an exclusive agency, open listing, or other form of contractual agreement between the listing broker and the client, the REALTOR® may contact the owner to secure such information and may discuss the terms upon which the REALTOR® might take a future listing or, alternatively, may take a listing to become effective upon expiration of any existing exclusive listing. (Amended 1/94)

- **Standard of Practice 16-5**

REALTORS® shall not solicit buyer/tenant agreements from buyers/tenants who are subject to exclusive buyer/tenant agreements. However, if asked by a REALTOR®, the broker refuses to disclose the expiration date of the exclusive buyer/tenant agreement, the REALTOR® may contact the buyer/tenant to secure such information and may discuss the terms upon which the REALTOR® might enter into a future buyer/tenant agreement or, alternatively, may enter into a buyer/tenant agreement to become effective upon the expiration of any existing exclusive buyer/tenant agreement. (Adopted 1/94, Amended 1/98)

- **Standard of Practice 16-6**

When REALTORS® are contacted by the client of another REALTOR® regarding the creation of an exclusive relationship to provide the same type of service, and REALTORS® have not directly or indirectly initiated such discussions, they may discuss the terms upon which they might enter into a future agreement or, alternatively, may enter into an agreement which becomes effective upon expiration of any existing exclusive agreement. (Amended 1/98)

- **Standard of Practice 16-7**

The fact that a prospect has retained a REALTOR® as an exclusive representative or exclusive broker in one or more past transactions does not preclude other REALTORS® from seeking such prospect's future business. (Amended 1/04)

- **Standard of Practice 16-8**

The fact that an exclusive agreement has been entered into with a REALTOR® shall not preclude or inhibit any other REALTOR® from entering into a similar agreement after the expiration of the prior agreement. (Amended 1/98)

- **Standard of Practice 16-9**

REALTORS®, prior to entering into a representation agreement, have an affirmative obligation to make reasonable efforts to determine whether the prospect is subject to a current, valid exclusive agreement to provide the same type of real estate service. (Amended 1/04)

- **Standard of Practice 16-10**

REALTORS®, acting as buyer or tenant representatives or brokers, shall disclose that relationship to the seller/landlord's representative or broker at first contact and shall provide written confirmation of that disclosure to the seller/landlord's representative or broker not later than execution of a purchase agreement or lease. (Amended 1/04)

- **Standard of Practice 16-11**

On unlisted property, REALTORS® acting as buyer/tenant representatives or brokers shall disclose that relationship to the seller/landlord at first contact for that buyer/tenant and shall provide written confirmation of such disclosure to the seller/landlord not later than execution of any purchase or lease agreement. (Amended 1/04)

REALTORS® shall make any request for anticipated compensation from the seller/landlord at first contact. (Amended 1/98)

- **Standard of Practice 16-12**

REALTORS®, acting as representatives or brokers of sellers/landlords or as subagents of listing brokers, shall disclose that relationship to buyers/tenants as soon as practicable and shall provide written confirmation of such disclosure to buyers/tenants not later than execution of any purchase or lease agreement. (Amended 1/04)

- **Standard of Practice 16-13**

All dealings concerning property exclusively listed, or with buyer/tenants who are subject to an exclusive agreement shall be carried on with the client's representative or broker, and not with the client, except with the consent of the client's representative or broker or except where such dealings are initiated by the client.

Before providing substantive services (such as writing a purchase offer or presenting a CMA) to prospects, REALTORS® shall ask prospects whether they are a party to any exclusive representation agreement. REALTORS® shall not knowingly provide substantive services concerning a prospective transaction to prospects who are parties to exclusive representation agreements, except with the consent of the prospects' exclusive representatives or at the direction of prospects. (Adopted 1/93, Amended 1/04)

- **Standard of Practice 16-14**

REALTORS® are free to enter into contractual relationships or to negotiate with sellers/landlords, buyers/tenants or others who are not subject to an exclusive agreement but shall not knowingly obligate them to pay more than one commission except with their informed consent. (Amended 1/98)

- **Standard of Practice 16-15**

In cooperative transactions REALTORS® shall compensate cooperating REALTORS® (principal brokers) and shall not compensate nor offer to compensate, directly or indirectly, any of the sales licensees employed by or affiliated with other REALTORS® without the prior express knowledge and consent of the cooperating broker.

- **Standard of Practice 16-16**

REALTORS®, acting as subagents or buyer/tenant representatives or brokers, shall not use the terms of an offer to purchase/lease to attempt to modify the listing broker's offer of compensation to subagents or buyer/tenant representatives or brokers nor make the submission of an executed offer to purchase/lease

contingent on the listing broker's agreement to modify the offer of compensation. (Amended 1/04)

- **Standard of Practice 16-17**

REALTORS®, acting as subagents or as buyer/tenant representatives or brokers, shall not attempt to extend a listing broker's offer of cooperation and/or compensation to other brokers without the consent of the listing broker. (Amended 1/04)

- **Standard of Practice 16-18**

REALTORS® shall not use information obtained from listing brokers through offers to cooperate made through multiple listing services or through other offers of cooperation to refer listing brokers' clients to other brokers or to create buyer/tenant relationships with listing brokers' clients, unless such use is authorized by listing brokers. (Amended 1/02)

- **Standard of Practice 16-19**

Signs giving notice of property for sale, rent, lease, or exchange shall not be placed on property without consent of the seller/landlord. (Amended 1/93)

- **Standard of Practice 16-20**

REALTORS®, prior to or after their relationship with their current firm is terminated, shall not induce clients of their current firm to cancel exclusive contractual agreements between the client and that firm. This does not preclude REALTORS® (principals) from establishing agreements with their associated licensees governing assignability of exclusive agreements. (Adopted 1/98, Amended 1/10)

## Article 17

In the event of contractual disputes or specific non-contractual disputes as defined in Standard of Practice 17-4 between REALTORS® (principals) associated with different firms, arising out of their relationship as REALTORS®, the REALTORS® shall mediate the dispute if the Board requires its members to mediate. If the dispute is not resolved through mediation, or if mediation is not required, REALTORS® shall submit the dispute to arbitration in accordance with the policies of the Board rather than litigate the matter.

In the event clients of REALTORS® wish to mediate or arbitrate contractual disputes arising out of real estate transactions, REALTORS® shall mediate or arbitrate those disputes in accordance with the policies of the Board, provided the clients agree to be bound by any resulting agreement or award.

The obligation to participate in mediation and arbitration contemplated by this Article includes the obligation of REALTORS® (principals) to cause their firms to mediate and arbitrate and be bound by any resulting agreement or award. (Amended 1/12)

- **Standard of Practice 17-1**

The filing of litigation and refusal to withdraw from it by REALTORS® in an arbitrable matter constitutes a refusal to arbitrate. (Adopted 2/86)

- **Standard of Practice 17-2**

Article 17 does not require REALTORS® to mediate in those circumstances when all parties to the dispute advise the Board in writing that they choose not to mediate through the Board's facilities. The fact that all parties decline to participate in mediation does not relieve REALTORS® of the duty to arbitrate.

Article 17 does not require REALTORS® to arbitrate in those circumstances when all parties to the dispute advise the Board in writing that they choose not to arbitrate before the Board. (Amended 1/12)

- **Standard of Practice 17-3**

REALTORS®, when acting solely as principals in a real estate transaction, are not obligated to arbitrate disputes with other REALTORS® absent a specific written agreement to the contrary. (Adopted 1/96)

- **Standard of Practice 17-4**

Specific non-contractual disputes that are subject to arbitration pursuant to Article 17 are:

- 1) Where a listing broker has compensated a cooperating broker and another cooperating broker subsequently claims to be the procuring cause of the sale or lease. In such cases the complainant may name the first cooperating broker as respondent and arbitration may proceed without the listing broker being named as a respondent. When arbitration occurs between two (or more) cooperating brokers and where the listing broker is not a party, the amount in dispute and the amount of any potential resulting award is limited to the amount paid to the respondent by the listing broker and any amount credited or paid to a party to the transaction at the direction of the respondent. Alternatively, if the complaint is brought against the listing broker, the listing broker may name the first cooperating broker as a third-party respondent. In either instance the decision of the hearing panel as to procuring cause shall be conclusive with respect to all current or subsequent claims of the parties for compensation arising out of the underlying cooperative transaction. (Adopted 1/97, Amended 1/07)
- 2) Where a buyer or tenant representative is compensated by the seller or landlord, and not by the listing broker, and the listing broker, as a result, reduces the commission owed by the seller or landlord and, subsequent to such actions, another cooperating broker claims to be the procuring cause of sale or lease. In such cases the complainant may name the first cooperating broker as respondent and arbitration may proceed without the listing broker being named as a respondent. When arbitration occurs between two (or more) cooperating brokers and where the listing broker is not a party, the amount in dispute and the amount of any potential resulting award is limited to the amount paid to the respondent by the seller or landlord and any amount credited or paid to a party to the transaction at the direction of the respondent. Alternatively, if the complaint is brought against the listing broker, the listing broker may name the first cooperating broker as a third-party respondent. In either instance the decision of the hearing panel as to procuring cause shall be conclusive with respect to all current or subsequent claims of the parties for compensation arising out of the underlying cooperative transaction. (Adopted 1/97, Amended 1/07)
- 3) Where a buyer or tenant representative is compensated by the buyer or tenant and, as a result, the listing broker reduces the commission owed by the seller or landlord and, subsequent to such actions, another cooperating broker claims to be the procuring cause of sale or lease. In such cases the complainant may name the first cooperating broker as respondent and arbitration may proceed without the listing broker being named as a respondent. Alternatively, if the complaint is brought against the listing broker, the listing broker may name the first cooperating broker as a third-party respondent. In either instance the decision of the hearing panel as to procuring cause shall be conclusive with respect to all current or subsequent claims of the parties for compensation arising out of the underlying cooperative transaction. (Adopted 1/97)
- 4) Where two or more listing brokers claim entitlement to compensation pursuant to open listings with a seller or landlord who agrees to participate in arbitration (or who requests arbitration) and who agrees to be bound by the decision. In cases where one of the listing brokers has been compensated by the seller or landlord, the other listing broker, as complainant, may name the first listing broker as respondent and arbitration may proceed between the brokers. (Adopted 1/97)
- 5) Where a buyer or tenant representative is compensated by the seller or landlord, and not by the listing broker, and the listing broker, as a result, reduces the commission owed by the seller or landlord and, subsequent to such actions, claims to be the procuring cause of sale or lease. In such cases arbitration shall be between the listing broker and the buyer or tenant representative and the amount in dispute is limited to the amount of the reduction of commission to which the listing broker agreed. (Adopted 1/05)

• **Standard of Practice 17-5**

The obligation to arbitrate established in Article 17 includes disputes between REALTORS® (principals) in different states in instances where, absent an established inter-association arbitration agreement, the REALTOR® (principal) requesting arbitration agrees to submit to the jurisdiction of, travel to, participate in, and be bound by any resulting award rendered in arbitration conducted by the respondent(s) REALTOR®'s association, in instances where the respondent(s) REALTOR®'s association determines that an arbitrable issue exists. (Adopted 1/07)

### Explanatory Notes

The reader should be aware of the following policies which have been approved by the Board of Directors of the National Association:

In filing a charge of an alleged violation of the Code of Ethics by a REALTOR®, the charge must read as an alleged violation of one or more Articles of the Code. Standards of Practice may be cited in support of the charge.

The Standards of Practice serve to clarify the ethical obligations imposed by the various Articles and supplement, and do not substitute for, the Case Interpretations in Interpretations of the Code of Ethics.

Modifications to existing Standards of Practice and additional new Standards of Practice are approved from time to time. Readers are cautioned to ensure that the most recent publications are utilized.



430 North Michigan Avenue | Chicago, IL 60611-4087  
800.874.6500 | www.nar.realtor

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## **TO THE DIRECTORY WORKGROUP**

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[www.gclra.realtor](http://www.gclra.realtor)