



Experience with the Future<sup>SM</sup>

## Advisory Quotes and References

**Past customers are the best source of performance comments. Here is a sampling from recent advisory jobs I have performed. Some locations have used me for multiple activities.**

### **Future Thinking**

“Jerry’s vision and strategic insight are legendary. No one is better able to anticipate and address emerging issues. Jerry not only possesses extraordinary industry and Association knowledge, he is able to create unique strategies that capitalize on this insight.”

*Joel Singer, Chief Executive Officer,  
California Association of Realtors*

“Over the years I have worked with Jerry Matthews on projects as concrete as setting up a series of seminars and as abstract as exploring strategic issues. He guides you to look beyond the horizon to discover surprising concepts and solutions.”

*Patricia Bybee, President & Chief Executive Officer,  
Metrolist, Inc.*

“Of those who peer into the future and venture to predict where the real estate industry is headed, no one sees further or more clearly than Jerry Matthews. He has put the Associations he has managed on the leading edge of change.”

*Stephen Harding, Executive Vice President,  
Tennessee Association of Realtors*

“Having known and worked with Jerry for over 25 years he has established a premier reputation for identifying industry trends, creating a plan of action for the organization, and delivering on time real products for the association and membership to deal with the rapid changes in the industry.”

*Bill Malkasian, President  
Wisconsin Realtors Association*

“Jerry is the best person I know to move your association forward. He has the unique experience needed to understand your issues, the unique ability to look into the future and the creativity to apply this knowledge in a practical way.”

*Gar Anderson, VP Leadership Development  
National Association of Realtors*

“I have known and worked in association management with Jerry for over 30 years and consider him to be one of the brightest and future thinking executives to whom I have been exposed. The Realtor organization and family members have benefited greatly for his wisdom, future orientation and leadership. He is a much sought after speaker. Any business of organization will benefit from his expertise and ability to stimulate new thinking and commitment.”

*Dr. Almon R. (Bud) Smith, Former Executive Vice President,  
National Association of Realtors*

“Jerry has the unique ability to cut through the haze and provide clear direction, I hope he continues to be active in the National Association of Realtors.”

*Bill Chee, Past President  
National Association of Realtors*

“As a wise man once said ‘the sign of a great man is that the closer you get, the greater he seems.’ Well, that pretty much sums up Jerry. Why, well to quote another wise person ‘sometimes the best things are right in front of you; it just takes some time to see them.’ Jerry has a true gift in getting people of many backgrounds and temperaments to see to just that – acknowledging a business environment they otherwise would neglect – and act.”

*Dwight Hale, Chairman  
San Antonio Association of Realtors*

“As one of the premier facilitators of our time, Jerry Matthews is a winner! He has the experience, keen insight into our profession and the skills needed to guide the leadership and staff of any association into uncharted waters with confidence.”

*Chris Todd, CEO  
Northern Virginia Association of Realtors*

### **Association Strategic Planning**

“Strategic Visioning session. Those words can conjure up cold shivers down your spine for some and complete boredom for others. That is not what happens with a session with Jerry Mathews. Clear, concise, thought provoking and results driven was our outcome with Jerry. How good was it? People stopped leaving the room to take phone calls and stayed to participate!”

*Terry Penza, President & Chief Operating Officer,  
North Shore - Barrington Association of Realtors*

“The Plan has raised our organization to another level. It has been the ‘starter’ of every major endeavor we’ve begun since it was drafted. Because it is a practical, realistic tool, we’ve experienced tremendous buy-in from our members and volunteer-leaders. Having participated in many strategic planning sessions for TAR and other organizations, I appreciated your approach as being totally honest and truly seeking a member-driven plan as opposed to imposing your vision of TAR on the members.”

*Randy Jeffers, Chairman of the Board,*

*Texas Association of Realtors*

“Having Jerry Matthews as our Strategic Planning facilitator, created a commitment from our volunteer leaders and staff to develop a plan that refocused the direction of our delivery of services to the membership. A plan all members could understand and implement into programs for delivery.”

*Malcolm Young, Executive Vice President,  
Louisiana Association of Realtors*

“Your leadership and direction was a great help for our state leadership team at our annual strategic planning meeting. In the past, this process has been laborious and very confusing for all involved. Your process moved things along and helped us get to a logical direction for our association. The presence of enough futuristic thoughts laced with doses of current day realities led us to a solid plan to look forward without leaving the present behind.”

*Jim Rhoades, President,  
Colorado Association of Realtors*

“Obviously there is no true way to predict the future of real estate and most of our personal crystal balls are inoperable right now! The South Bay Association of Realtors took the next best step in strategic planning for the future of our association and asked Jerry Matthews to assist us at our leadership retreat in designing a workable strategic plan that (1) made sense, (2) would keep us in the forward thinking mode and (3) we could take personal pride in developing using our past, present and future concepts. Thank you Jerry for your insight, your personal knowledge of real estate and your commitment to helping us with our plan!”

*Sheri D. Fejeran, President  
South Bay Association of Realtors*

“Jerry combines a breadth of industry experience with a unique curiosity and understanding of what's coming next. He truly engages program participants by asking thought-provoking questions.”

*Tim Kent, Executive Vice President,  
North Carolina Association of Realtors*

“Jerry - Thanks so much for working with us over the past two days. I hope you enjoyed our group as much as they enjoyed your leadership. Feedback so far has been very positive. It was definitely a new approach to Strategic Planning (Visioning), but a refreshing one. It felt like a crash course and the end product was awfully comprehensive. I think you did a great job and helped us point ourselves in the right direction. I suspect that our folks will be asking to have you back again for other types of work, and I couldn't agree more with them!”

*Diane Ruggiero, CEO  
Kansas City Regional Association of Realtors*

“Jerry did an excellent job facilitating our annual board retreat. He motivated the board members, generating a great deal of discussion, which allowed for many ideas to be developed. This resulted in an exceptional strategic plan.

What a great help he was in planning our future, and giving us the tools to see results."

*Connie Pruitt, Executive Director  
Hillsborough County Bar Association*

"Single best move best we've made recently. Jerry knows our industry inside and out, and he supplements presentations with some of the brightest, most engaging experts anywhere. My leadership was on board with him immediately."

*David Foster, President & CEO  
Austin Board of Realtors*

"Jerry Matthews assists organizations in creating plans that are responsive to a changing industry, and can actually be implemented. Two days with Jerry helped our planning group set the right direction for our organization for the next 12 months. He knows the right questions to ask."

*Cindy Butts, Executive Vice President,  
Maine Association of Realtors*

"Bravo! Thank you for leading us in developing our Strategic Plan. Your presentation was extremely good. An enjoyable time."

*Karen Crowson, President  
Arkansas Realtors Association*

"You did a wonderful job. I have to compare your approach to Strategic Planning to that being utilized by another Board on which on which I serve. On that board, after almost a year, we still don't have a Strategic Plan and, as one of their Directors, I feel that the whole thing isn't worth my time. With you, it was 24 hours, lots of fun, lots of input and a great end result. Very impressive."

*Susan Arnold, CEO,  
Rhode Island Association of Realtors*

"As our facilitator Jerry's skill in guiding the participants through the process allowed them to fully explore the issues with which they were confronted and come to their decisions in a collaborative manner."

*Chuck Staro, Executive Vice President,  
New York State Association of Realtors*

"Jerry's thoughtful style and extensive knowledge about organized real estate are real assets to any association planning its future."

*Pierre Beauchamp, Chief Executive Officer,  
Canadian Real Estate Association*

"Jerry did a fantastic job with our strategic planning group. He got them thinking about alternative future scenarios and then carefully and succinctly organized the multitude of brainstorming ideas the group came up with into a coherent set of strategic directions and strategies for future implementation."

*Peggy Comeau, Executive Vice President,  
Realtors Association of New Mexico*

“Jerry, again thanks for allowing LRA to create a plan for the future and for guiding us to look at the process with open minds and thoughts. You are great at getting people to participate. All comments have been ‘it was a great planning session’ and ‘Jerry is outstanding’. Hope to see you again soon.”

*Lynda Butler, President,  
Louisiana Association of Realtors*

“Jerry provides that special combination of keen business insight with excellent planning skills. That said, he truly served as “facilitator”, allowing our Strategic Planning Committee members to begin from a clean sheet of paper, use information from various surveys and interviews and other research, and then develop their own ideas and insights into our final Plan. We were very pleased with the results and recommend him to any organization wishing to move forward with new ideas.”

*Robert N. Authier, CEO  
Massachusetts Association of Realtors*

“Jerry, Thank you for facilitating a superb Strategic Planning Conference for the South Carolina Association of Realtors. Your introduction to the world of real estate in the future helped create an environment that stimulated “out-of-the-box” thinking and participants were willing to put aside all preconceived ideas and work from a clean slate. What amazed me is that it took less than two minutes for a creative group of individuals to come up with a far-reaching and forward thinking VISION that will totally change the focus of resources and volunteer efforts in the coming years. I commend you for your patience, your willingness to listen and most of all your ability to allow the participants to put forward their ideas and create a strategic plan they can buy into with pride of ownership. I heard nothing but outstanding comments about the process, your guiding hand, and a Strategic Plan that will provide us a roadmap for the future.”

*Jim Peters, CEO  
South Carolina Association of Realtors*

“Jerry Matthews facilitated the best sessions on strategic thinking and planning that our state association has had in years. We are now focused, directed and yet have a plan flexible enough to adapt to our changing real estate industry. Very well done, Jerry!”

*Catherine Cloy, EVP  
Nevada Association of Realtors*

“Jerry Mathews brought a fresh look to our strategic plan. We now have a glimpse into the future of the Association and providing new products and services for our membership. Jerry also assisted us in re-committing ourselves to customer service and to the success of our Realtor members.”

*Jack Goldman, EVP/CEO  
St. Louis Association of Realtors*

“Jerry Matthews is a professional facilitator – he led us through a strategic planning retreat with thoughtfulness, ease and fun. His pre-planning and

execution of our event were thorough and smooth leading us to a great outcome. We look forward to using Jerry for other association programs and would highly recommend him to others."

*Andy Lawrence, President  
St. Louis Association of Realtors*

"If you are thinking of doing a strategic plan, do not go it alone. Jerry brought us all together in a way that we could never have done on our own. The cooperation in our session was so natural, and came so easy with his leadership and direction. But do not fool yourself into thinking it is easy. We found that what we thought we needed was not really what we needed. It took that impartial third party to set us on the right path. We have started implementation of the plan, and now we feel like we can get to where we have wanted to be for a long time."

*Jeanne Kozak, Chairman  
Eastern Panhandle Board of Realtors*

### **Leadership Conference**

"We have heard rave reviews from everyone and not one negative. From the most consistent complainers to the most devout supporters, the experience was "very motivating and full of good information." Thank you for your guidance and for setting such a productive tone with your opening session. Everything flowed from there to develop an enthusiastic sense of teamwork, which I am sure is going to play out throughout the rest of the year. We have had our hands full trying to channel the rushing wave and capitalizing on the momentum."

*Bob Hill, Executive Vice President,  
Vermont Association of Realtors*

"I can truthfully say that I NEVER get bored or drift off when I am in one of your presentations. You are truly a wonderful presenter and facilitator. I have received many excellent comments about both your presentations. Keep up the good work! Yes, you did exactly what I wanted and Merci Beaucoup for being a 'main attraction' at my Leadership Symposium."

*Lynda Butler, President  
Louisiana Association of Realtors*

"Jerry has developed a great presentation for Realtor® AE's and Board / Association leadership to prepare and plan in good times and be ready for challenging periods in the future. To quote one attendee, 'this was the best of all sessions'".

*Pat Reilly, VP  
New York State Association of Realtors*

"We are in the 11<sup>th</sup> year of a leadership academy and have been trying to do new things and to stretch the thinking of everyone in the program.. We hit on that this year with the assistance of Jerry Matthews and his look into the future. He managed to challenge the mindsets of the participants; that is difficult to do with

a group REALTORS. In turn, they presented new world opportunities to our Board of Directors."

*Steve Sullivan, CEO*

*Metropolitan Indianapolis Board of Realtors*

### **Contingency Planning**

"Both Realtors and our senior staff were pleasantly surprised at the Contingency Planning experience led by Jerry. We were expecting to talk about gloom and doom projections and wade through a host of dry figures. Instead we found the experience stimulating and exciting, and we discussed a future filled with possibilities and opportunities. We had fun! The day was over before we realized it."

*Dianne McMillan, CEO*

*North San Diego County Association of Realtors*

### **Staff Retreat**

"Creating an unusual and stimulating staff retreat with a tenured team like I have at the Wisconsin Realtors Association was a challenge for me until I hired Jerry Matthews. Our staff at all levels came away with a true understanding of what and where the real estate business is headed for the next five years. The consensus was bring Jerry back in 2005!"

*Bill Malkasian, President,*

*Wisconsin Realtors Association*

### **MLS Strategic Planning**

"SoCalMLS recently held its first formal Strategic Planning Retreat with Jerry Matthews as its facilitator. We were looking for someone with the right blend of industry experience and group dynamics savvy. Jerry provided both and more. He allowed everyone to get involved and feel that they were part of the process - guiding but not steering the group. We look forward to future follow-up sessions with Jerry as we implement our strategic plan."

*Russ Bergeron, General Manager,*

*Southern California MLS*

"Jerry, Our board has had great success with bringing in outside professionals to assist us with different tasks. Your role in our Strategic Planning Session was exactly what we needed. Your professionalism and input helped us reach the consensus and final product we were hoping to achieve. Thanks again for bringing out the best in us."

*Realtor Jeff Grover,*

*Pargin Realty ERA*

*President, Southwest Regional MLS(AZ)*

"As CEO of NTREIS, the 22,000 member Regional MLS in the Greater Dallas Fort Worth Metropolitan Area, producing a strategic plan that represents and clarifies the future direction of an ever evolving

company was a task for which a proven leader in the field of technology and relationships was essential.

Jerry Matthews has a very thoughtful and casual style with which he gracefully navigates political and technological issues with equal competence. He has an insightful understanding of the day to day complexities of operating an information services firm, as well as significant experience in the leadership of an organization, which brings credibility to the process, as well.

In his disarming and nurturing fashion, Jerry was able to find the common ground within the planning group to facilitate a plan which carefully articulates objectives for the future of NTREIS as well as the support and consensus of the stakeholders in the organization."

*James Harrison, CEO*

*North Texas Real Estate Information Systems*

"As an organization that supports 60,000 'Type A' personalities, gaining consensus is hard work. But by using Jerry's full suite of strategic planning modules, MRIS was able to gather a mountain of information and make sense of it! In fact, Jerry's project was completed this past September and we are well into implementation by December.

I strongly recommend that you take a serious look at Jerry's unique process. It is efficient, productive and results in specific action plans for your company. And as importantly, he generates consensus from a highly eclectic and demanding customer; your customer base."

*David Charron, President*

*Metropolitan Regional Information System*

### **Future Presentations**

"Jerry's presentation on the cycle of change was spot on. Our broker managers were frightened, intimidated, inspired and challenged all at the same time. His eye-opening glimpse into the future of real estate received rave reviews from a tough audience that is now pondering whether to change business practices or change professions!"

*Angela Cain, Chief Executive Officer*

*Mississippi Association of Realtors*

"Jerry was the perfect catalyst for our Annual Convention, challenging our members to think beyond the moment and left them wanting to hear more of his perceptive projections."

*Bob Hill, Executive Vice President,*

*Vermont Association of Realtors*

"An amazing presentation on real estate trends. Jerry Matthews provides an eye-opening look at how real estate professionals are doing business today and what they can expect in the future. Our members could not stop talking about him."

*Kristin Carey, Director of Education  
National Women's Council of Realtors*

"To the point, energizing speaker. Provides pertinent, timely information. Creates an ideal environment for participants to make important decisions."

*George Purcell, EVP  
Marco Island Area Association of Realtors*

"Thank you for meeting with the MCAR Strategic Planning Committee to present an issues and trends update. Your information was exceptional which, coupled with your presentation style, really made an impact on the Committee. The Committee developed sixteen pages of thoughts and directions for the Association following your presentation. We look forward to working with you again in the future."

*Walt Backzowski, CEO  
Metropolitan Consolidated Association of Realtors*

"Jerry helped our Vision Team reaffirm that the Kansas Association of REALTORS is moving in the right direction to address the changing real estate industry. His presentation on the Future of the Association provided the endorsement we needed to continue with our progressive updates to the Association and its programs, products and services."

*Karen Gehle, CEO  
Kansas Association of Realtors*

"We searched for an exciting and knowledgeable industry keynote speaker for our General Membership Conference and readily booked Jerry Matthews. His years of experience and timely approach gave us a 'heads up kick-start'! Just a few of the evaluation comments: 'It was info I found very interesting... Widely applicable and visionary... Organized data in a way I'd never thought of.'"

*Petey Parker, Acting CEO  
The Realty Alliance*

"The Little Rock REALTORS® Association has never had as many positive comments on a speaker! Jerry Matthews's seminar kept the full attention of all in attendance. The "real life" examples and realistic advice Jerry offered will be invaluable to all participants in dealing with their clients today as well as in the future. By offering concrete solutions to the challenges of an ever changing and competitive industry, our membership will be much better prepared to understand the needs of new generations of customers, and provide the levels of service it will require to succeed."

*Libby Sheard, Executive Director  
Little Rock Realtors Association*

"Jerry Matthews presentation to our Association and was very well received. He hit home with all generations, some who have seen shifts in the Real Estate business as well as those who have not. Also his breakdown of the different generations and what their needs and personalities are really had members talking and relating that to their customers and family members. We plan on

having Jerry back and would recommend him to any other association."

*Byron L. Menke, President  
Southwest Iowa Association of Realtors*

"What a great job and timely information. We have rave reviews from the attendees and I cannot thank you both enough for providing such an important member service!"

*Cheryl Nelson, CEO  
Iowa City Area Association of Realtors*

"Jerry Matthew's *The Way of Tomorrow* is a thought provoking program discussing technology, communication, generations and the professional services Realtors must be providing today and into the future, if they hope to be successful. Jerry does a great job of setting the stage and generating a buzz among all the members in the audience; from the newest to the seasoned agent!"

*Dallas Hancock, CEO  
Peoria Area Association of Realtors*

"Your speech on the *Way of Tomorrow* was eye-opening. You scared half the room to death. The other half was excited as hell...including me!"

*Ginger Downs, CEO  
Chicago Association of Realtors*

"Jerry's presentation was a powerful boost of encouragement with timely information that prepares the members for the next cycle!"

*Cub Berrian, CEO  
Pee Dee Association of Realtors*

### **Executive Search**

"Jerry did a wonderful job of assisting the North Texas Real Estate Information Services organization in locating a new CEO. His diverse contacts and understanding of the industry were invaluable in bringing us only well qualified candidates. His organizational skills allowed us to efficiently and quickly elevate the best candidate for our purposes. We would highly recommend his services to any organization searching for key personnel."

*John Applegate, President  
North Texas Real Estate Information Services*

"Jerry more than meet my expectations with all aspects of the search and hire process for MREIS. Not only did he find us some great candidates but in an astounding short time frame. I would not hesitate a minute in recommending or using Jerry's services again."

*Marc Chadbourne, Chairman  
Maine Real Estate Information Systems, Inc.*

"Jerry Matthews delivers all that he promises, and then some. He works closely with the local organization, respecting all established parameters. He is diligent in his preparation, and provides excellent working materials for the local

executive search committee members. His guidance is deferential, respectful, but always astute and to the point. I have worked with other providers of such services in the past, but can say that Jerry Matthews is superior.”

*John Mike, President*

*Realtors Association of the Palm Beaches*

**Recent Customers – 2004 – 2009 (many multiple sessions)**

Louisiana Association of Realtors  
New Mexico Association of Realtors  
Canadian Real Estate Association  
Wisconsin Realtors Association  
New York State Association of Realtors  
Canadian Real Estate Association MLS  
Southwest Regional MLS (AZ)  
Colorado Association of Realtors  
Vermont Association of Realtors  
Maine Association of Realtors  
North Shore-Barrington Association of Realtors (IL)  
Southern California MLS  
National Women’s Council of Realtors  
Mississippi Association of Realtors  
NTREIS Regional MLS (TX)  
Greater Capital Area Association of Realtors (MD)  
California Association of Realtors  
Association Executives Institute (NAR)  
Oklahoma Association of Realtors  
Connection 2005 (MLS CEOs)  
Women’s Council of Realtors (NE Region)  
Oregon-Washington Northwest Leadership Institute  
Tennessee Association of Realtors  
Tennessee Real Estate Education Foundation  
Rhode Island Association of Realtors  
Metrolist Regional MLS (CO)  
Gathering of Eagles (RealTrends)  
National Association of Realtors (Leadership)  
MRIS Regional MLS (MD)  
Virginia Association of Realtors  
Northwest Mississippi Association of Realtors  
Kansas City Regional Association of Realtors  
Nevada Association of Realtors  
Tampa Association of Realtors  
Ohio Association of Realtors  
South Carolina Association of Realtors  
Bob Parks Realty  
Marco Island Area Association of Realtors (FL)  
Metropolitan Consolidated Association of Realtors (MI)  
Smith and Associates Realtors  
Fredericksburg Association of Realtors (VA)

RE InfoLink Regional MLS (CA)  
Charlotte Regional Realtor Association  
Nebraska Association of Realtors  
North San Diego County Association of Realtors  
Kansas Association of Realtors  
Northern Virginia Association of Realtors  
The Realty Alliance  
Orlando Regional Realtor Association (FL)  
St. Louis Association of Realtors (MO)  
Southeast Regional AE Conference  
Northeast Regional AE Conference  
OmniOne Realty Group (FL)  
Arkansas Realtors Association  
Little Rock Realtors Association (AR)  
North Pulaski Association of Realtors (AR)  
Hillsborough County Bar Association (FL)  
New Bedford Association of Realtors (MA)  
Marin Association of Realtors (CA)  
Wilmington Regional Association of Realtors (NC)  
Texas Association of Realtors  
Fort Collins Board of Realtors (CO)  
Lehigh Valley Association of Realtors (PA)  
Southwest Iowa Association of Realtors (IA)  
Iowa City Area Association of Realtors (IA)  
Cape Cod and Islands Association of Realtors (MA)  
Kenosha Realtors Association (WI)  
Peoria Area Association of Realtors (IL)  
Business Services for Real Estate, Inc. (PA)  
Eastern Panhandle Board of Realtors (WV)  
Maine Real Estate Information Systems, Inc.  
Pacific West Association of Realtors (CA)  
Metropolitan Indianapolis Association of Realtors (IN)  
Manatee Association of Realtors (FL)  
Denver Board of Realtors (CO)  
Chicago Association of Realtors (IL)  
Iowa Association of Realtors  
Hernando County Association of Realtors (FL)  
Sierra Nevada Association of Realtors (NV)  
Austin Board of Realtors (TX)  
Illinois Association of Realtors  
MLS and Technology Council of CREA (Canada)  
Cedar Rapids Area Association of Realtors (IA)  
National Realtors Education Directors  
Connecticut Association of Realtors  
Arizona Regional Multiple Listing Service  
North Carolina Association of Realtors  
RealServ, LLC (NC)  
Saint Paul Area Association of Realtors (MN)  
Florida Society of Association Executives

South Bay Association of Realtors (CA)  
Pinellas Realtor Organization (FL)  
San Francisco Association of Realtors (CA)  
Western Upstate Association of Realtors (SC)  
Pee Dee Association of Realtors (SC)

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