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BIRMINGHAM ASSOCIATION OF REALTORS® AND GREATER ALABAMA MULTIPLE LISTING SERVICE ANNOUNCE AMANDA CREEL AS NEW CEO

BIRMINGHAM, Ala. (December 22, 2020) – The Birmingham Association of REALTORS® (BAR) and Greater Alabama Multiple Listing Service (GALMLS) announced today that Amanda Creel, CAE, RCE, will join their team as CEO following a nationwide search. Creel is slated to start in her new role on January 19, 2021.

"We were pleased with the number and quality of candidates applying for the CEO position from all over the country. I think this speaks to the opportunity and future of the Birmingham Association of REALTORS®. We are delighted to welcome Amanda Creel aboard as the new CEO, and her knowledge, energy, and servant's heart stood out through the entire selection process. We are very excited about the future for BAR and GALMLS under Amanda's leadership and passion," said Brian Sparks, Chair, CEO Search Committee.

For the last four years, Creel has served as the CEO of the Prescott Area Association of REALTORS® (PAAR) and its MLS in Prescott, Arizona. During her time in Prescott, PAAR received national recognition for partnerships with local and state Women's Council of REALTORS® networks, joined with other associations and leadership professionals to create a regional REALTOR® leadership development program, implemented a variety of real estate technology solutions benefiting REALTORS® and consumers and overhauled its governance structure.

"I can't wait to partner with both volunteer leadership and the staff team at BAR and GALMLS and provide the unparalleled service our members and subscribers deserve," Creel said.

Additionally, Creel successfully developed innovative ways to monitor member satisfaction and created an orientation program that led to higher member engagement and increased awareness of the Association's and MLS's offerings.



"We are thrilled that Amanda is joining our team at BAR and GALMLS," said Kelli Gunnells, Incoming 2021 BAR President. "Birmingham has been recognized for excellence on the state and national levels, which brings opportunities to our membership. Amanda's industry knowledge, breadth of experience, and enthusiasm for involvement in these opportunity discussions locally, within the state, and nationally, is a perfect fit for our Association."

An active member in both the Arizona Association of REALTORS® (AAR) and the National Association of REALTORS® (NAR), Creel has served in numerous capacities in both organizations. She most recently served as the 2020 NAR Local Leadership Idea Exchange Medium Board Forum Chair and as the Association Executive representative on the Arizona REALTORS® 2020 Executive Committee.

"I am looking forward to working with Amanda; she is so positive and enthusiastic. She is the perfect mix of professionalism, experience, and proven successes in moving an Association and MLS forward," said Janet Hamm, Incoming 2021 GALMLS President. "The thing that impresses me the most is that she is member-focused and truly cares about people. Fasten your seat belts -- 2021 will be a year of growth and fun."

Creel is on the advisory boards for realtor.com, National Real Estate Ethics Day, and the MMSI Association Management System (AMS). Creel has a long history of leading by example when advocating on behalf of private property owners and the real estate industry. She is also a REALTOR® Party (RPAC) Golden R, President's Circle Major Investor.

Creel is an Alabama native who received her bachelor's degree in journalism from Auburn University. She is married to Justin Creel and is the proud mother of two boys, Avery, 16, and Sawyer, 13.

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About Birmingham Association of REALTORS®

The [Birmingham Association of REALTORS®](#) (BAR) is the premier resource for real estate information and education in Birmingham and Central Alabama, serving as the "Voice of Real Estate" since 1911, issuing statistical analysis of market conditions, offering legislative support to its more than 5,000 members and the industry at large. By promoting the highest standards of Professionalism, Ethics, Education, and Technology, BAR ensures that its REALTOR® members are the primary source for real estate. BAR is part of the National Association of REALTORS®, which is America's largest trade association, representing more than 1.4 million members involved in all aspects of the residential and commercial real estate industries.

About Greater Alabama Multiple Listing Service

The Greater Alabama Multiple Listing Service (GALMLS) is the largest multiple listing service in the state, serving more than 5,400 subscribers. GALMLS offers a comprehensive suite of mobile and



online services and a robust lockbox program for real estate professionals to market properties throughout Central Alabama. Our MLS participates in the Alabama Exchange Project (ALEX), a partnership with other MLSs to share data and property listings. ALEX expands the network and exposure for participating subscribers and provides consumers with greater access to the most current real estate data within the Alabama market area. Through [LiveInAlabama.com](https://www.LiveInAlabama.com), our MLS offers home buyers and home sellers the benefit of an easy-to-use public search website with tens of millions of page views and more than one million consumer users.