

President's Message



Cheryl Keller

2021 President

RE/MAX Gold Sierra Oaks

It is an honor to be chosen by all of you for this position during such a crucial time in our industry and our country. I am thrilled to serve as your 2021 President of the Placer County Association of REALTORS®. My theme this year is, 'Individually We Make A Difference, Together We 'R' PCAR Strong,' meaning each of us can make a difference to our communities and association, and together we are even stronger.

Although 2020 has ended, its effects have not, and I continue to be amazed at how our members reacted and flourished in the face of adversity and challenge. The PCAR team pivoted quickly and was there to support you every step of the way, helping us all to grow and assist our clients and community as essential workers. With hope on the horizon in 2021, I look forward to seeing how we all continue to adapt and thrive. In 2021, I promise to look out for your best interests and share best practices as PCAR continues to fight for private property rights and provide education and opportunities for our members.

I will also support our membership and staff to ensure that our association continues to operate at the highest level. As an eternal optimist, I have faith that we will meet in person sometime soon and look forward to our marketing meetings, lunch and learns and social gatherings. I am also very passionate about developing leaders and look forward to bringing back our Leadership Academy. We have so many members who will thrive in a leadership role, if given the chance!

In closing, thank you for allowing me to be your president. I would also like to acknowledge and thank the PCAR leadership team, board of directors, past presidents and amazing staff. Thank you to my passionate friends at the Women's Council of REALTORS® for all that you did to stoke my passion for the industry and to further my involvement with PCAR. Additionally, thank you to my family and all of the people who have helped me on my leadership journey. It is my passion to serve and support you, and to raise the bar for all real estate professionals.

All the best in 2021, we 'R' PCAR STRONG!!

Cheryl Keller