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Multiple Listing Service®



Northwest Multiple Listing Service

BOARD OF DIRECTORS VOTER'S GUIDE

ELECTION PROCEDURES

Director elections will be conducted by mail ballot during the month of December. Each member may vote only for directors nominated within their own district.

Please review the director profiles provided by each candidate in this pamphlet and vote for the candidate that you would like to have represent your district on the Board of Directors of the Northwest Multiple Listing Service.

NOMINEES

The Southwest Voting District (SW) has 1 (one) director and covers Pacific, Lewis, Cowlitz, and Wahkiakum counties. There is 1 (one) director position open.

The following members have been nominated for this position and are profiled in this pamphlet:

- Kevin Campbell - Windermere Real Estate
- Peggy Dent - John L. Scott LVW
- Cheri Diehl - Discovery Coast Real Estate

Cheri Diehl

Discovery Coast Real Estate



I moved to the Long Beach Peninsula in 1992 and my entire real estate career has been here. Life truly is “better at the beach.” My off time is spent either playing golf (year round!), weaving, spinning, walking my two boxers, or enjoying life with my husband, Charlie. We have a beautiful family and are expecting our first great-grandchild!

My career started in 1994 when I was coaxed into getting my license. This was never a career I imagined for myself and now I can't imagine anything else! Coming from a legal background, I had what I consider excellent organizational skills. Then, we didn't rely on computers to remind us of deadlines and to this day, I can't imagine not having my “tickler” file on my desk! As soon as I could, I got my associate broker's license and worked in that capacity until my husband and I opened Discovery Coast Real Estate in October of 2008. I'm sure everyone remembers that year—starting out at that point we figured we had nowhere to go but up, and we were right!

Starting out, there was no MLS in our area but there was, and still is, a strong bond between all the offices here and we made it work. I'm sure the “old timers” will remember spending Tuesday copying and stapling to get everything ready for Wednesday's caravan! I have embraced the NWMLS since we joined, and enjoyed being a tester for different programs. Adding online tutorials and webinars is great given our busy schedules. Being able to learn at my leisure is a definite plus. At this point, I think I'm fondest of TransactionDesk but think there could be some improvement there. I'm looking forward to more innovations and ease of use of our tools in the future.

Kevin Campbell

Windermere Real Estate



My name is Kevin Campbell, broker/owner of Windermere Kelso/Longview. I am a Longview native and have lived in the Longview/Kelso area most of my life. I graduated from Kelso High School and attended college at Lower Columbia Community College and Multnomah Bible College, where I graduated with a BA in religious education. Following college, I served as the youth director for Longview Community Church for 7 years.

In 1995 I started my career in real estate with Allen & Associates Better Homes & Gardens. In 1998 the company switched to the Windermere franchise. In 2004 I served as the managing broker for the Windermere Woodland office before deciding to go back to listing and selling in the Longview office.

During my 23 years in real estate, I have served on the local board of Realtors in many different capacities, including board president in 2009. In October of 2011, I took ownership of the Kelso/Longview office and have spent the past 7 years learning yet another new role in my real estate career.

Over the past 6 years I have had a chance to serve on the NWMLS board of directors. I am currently serving on the executive board as chairman-elect, and if re-elected will serve next year as chairman of the board.

As you all know, real estate continues to change at a frenzied pace. There are new players with new technology constantly entering the field. NWMLS also continues to evolve with the industry. I am proud to be a part of an organization that doesn't just rest on past successes, but constantly looks to the future. If re-elected, I look forward to being a part of the process of moving NWMLS into the future and helping make decisions based on what is best for our members. I hope to have the opportunity to continue being the voice for SW Washington on the board of directors.

Peggy Dent

John L. Scott LVW



I have lived in Cowlitz County for 30 years. I love the beauty and tranquility of the Pacific NW. I can't imagine living anywhere else. Everyone who knows me knows I'm a geek. I love technology for both my professional and personal life. Besides being designated broker/co-owner, I am also the IT for our firm. My husband and kids are also geeks so we enjoy teaching each other new things. My daughter's family lives out of state and because of FaceTime, it allows us to watch our grandson grow.

I have been licensed for 20 years; almost 5 years I sold as an agent then I took a staff position with my firm. I started managing the office more and obtained my managing broker's license in 2010. This year my partner & I bought the firm. I make it a point to be available to my brokers 24-7 to help them out. I pride myself on training my brokers and knowing they have the knowledge and the skill to succeed. I engage my new brokers with what I call "Pop quiz" where I ask them about forms, procedure or something they have learned. I love how they are eager to learn and grow.

I have been a member of NWMLS for about 19 years since our area joined NWMLS. I have been impressed with the technology and the tools we have at our command with our membership. I want to see our membership grow along with the tools available, while providing it at a reasonable rate. In our hurry-up world we need to provide convenience with user friendly ability and full function mode across all platforms. Our members' input on all aspects is important for success and advancement; to see that NWMLS supplies the needed tools to support all brokers.