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Cherie Williams to Retire as CEO; April LaBrie Named Successor

RENO, Nev. – The Reno/Sparks Association of REALTORS® (RSAR) has announced that Cherie Williams will retire as CEO on December 31, 2018. April LaBrie will succeed her. The RSAR building located on Riggins Court has been named the Cherie L. Williams Building in her honor.

“Cherie has been a foundation for the Reno/Sparks Association of REALTORS® members and a leader for 36 years,” said Angelica Reyes, RSAR president and REALTOR with The Right Choice Realty. “It seemed only fitting to name our building after her to remind us that commitment and dedication is the foundation of our Association.”

Williams has been CEO since 2002, leading the organization of more than 2,600 real estate professionals, who are part of the association to receive value and benefits in the form of continuing education, adherence to the REALTOR code of ethics, industry trends and statistics, and political advocacy to protect private property rights.

Williams has led a team of nine employees to deliver benefits to the REALTOR membership. Williams is a native Nevadan and has more than 35 years of experience in the real estate industry. She graduated from Sparks High School, attended Link’s School of Business in Boise Idaho, and continued her education at Truckee Meadows Community College and the University of Nevada. She holds the Realtors Certified Executive designation and the Certified Association Executive designation through the American Society of Association Executives.

“I would like to express my deep appreciation for the opportunity to work with and benefit from many talented and dedicated colleagues in the real estate industry,” said Williams. “My job has also allowed me to engage with many business leaders and I thank them for allowing me to help support their goals.”

April LaBrie started at the Reno/Sparks Association of REALTORS® in 1998 as receptionist. Since then, she rose to executive administrator learning all aspects of the Association. She has obtained her ePRO and Certified Professional Standards Administrator certification, along with her REALTORS® Certified Executive and Certified Association Executive designations.

“I am honored to have the opportunity to lead the RSAR team,” said LaBrie. “I look forward to continuing to serve our Board and members effectively for the Association’s ongoing success.”

The Reno/Sparks Association of REALTORS® is an organization providing services to its members to ensure their success as real estate professionals, as well as protecting and promoting the consumer's dream of homeownership. For more information visit www.rsar.net.

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