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### **ARKANSAS REAL ESTATE COMMISSION**

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Melissa L. Goff  
*Executive Director*

Heather Henries  
*Deputy Director*

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# ARKANSAS REAL ESTATE COMMISSION

NEWSLETTER

FALL 2024

## **Governor Appoints Tammy Browning to Commission**



Governor Sarah Sanders appointed Ms. Tammy Browning to the Arkansas Real Estate Commission in May of 2024. Commissioner Browning is a lifelong Arkansan, originally from Stuttgart, and has called Hot Springs her home for 27 years.

A proud alumna of Arkansas State University and the University of Arkansas for Medical Sciences (UAMS), Commissioner Browning is a seasoned real estate professional with nearly a decade of experience in the industry. Since 2015, she has been a driving force at Trademark Real Estate, where she currently serves as Co-Owner and Executive Broker. Her dedication to her clients and her expertise in the market has earned her a reputation as a trusted and knowledgeable Broker.

Commissioner Browning's commitment to her community is evident through her active involvement in various local initiatives. She is currently serving her 4th year as President of the Governor's Mansion Association and is a member of the Governor's Mansion Circle and Legacy.

Commissioner Browning has served on numerous committees, boards and organizations over the years including Leadership Arkansas Class of 2017, and Leadership Hot Springs Class of 2026. Commissioner Browning is currently serving on the Board of Directors and is a past board member for Garland County CASA.

Commissioner Browning's blend of professional acumen, community spirit, and commitment to excellence makes her a standout figure in the real estate industry. Her leadership at Trademark Real Estate and her new role on the Real Estate Commission are testaments to her unwavering dedication and passion for her work.

## **A Message From AREC Chair Tony Moore**

I am pleased to announce Ms. Melissa Goff as the new Executive Director of the Arkansas Real Estate Commission. Having served for the past 3 ½ years as Deputy Director, Ms. Goff was chosen by the Commission to be the Interim Executive Director in September of this year. Along with the Real Estate Commissioners, she also received the approval of Secretary Daryl Bassett of the Arkansas Department of Labor and Licensing. As chairman I would like to thank the Commissioners and the Arkansas Department of Labor and Licensing for their hard work over the past few weeks while diligently seeking to find the very best person possible to serve the consumers of the Great State of Arkansas.



## EXECUTIVE DIRECTOR'S NOTE

By **Melissa L. Goff**, *Executive Director*



It is an honor and privilege to serve the State of Arkansas as the Executive Director of the Arkansas Real Estate Commission. The duties and expectations that come with this position

will not be taken lightly, as I follow in the footsteps of great directors that came before me, specifically Mr. Gary Isom and Ms. Andrea Alford. Their vision and leadership for the commission were truly remarkable and I will look forward to, as they did, continually working to ensure that the commission is progressing in better serving Arkansas citizens, licensees, and potential licensees.

I also want to commend the commissioners that give so generously of their time to serve the State of Arkansas. I am continually impressed with the level of care they utilize every month as they deliberate some very difficult hearings to ensure that the public's interest is protected. While I've heard commissioners offer effusive praise to the real estate community and our many quality agents, they are also intent on taking disciplinary action when learning of harm to consumers.

I invite all of you to tune into the monthly AREC meetings via ZOOM (posted on the AREC website). These meetings are very educational and provide wonderful learning opportunities for licensees. It has truly been a pleasure in my last 3 1/2 years with the commission to get to know so many of you and I will look forward to meeting many more of you in the days ahead. Please know that my door is always open, and my phone is always on for all of you. I will enjoy hearing from you, from constructive criticism to letting me know when our wonderful staff has met or exceeded your expectations. I hope all of you have a very happy holiday season.

## Steady is the Course in New Environment

To date, I'm excited to report that the commission has not received one formal written complaint regarding the NAR® Settlement. Although we continue to answer many questions from consumers and agents daily, the lack of formal complaints, I believe, is a testament to the brokers and agents around the great State of Arkansas, who truly are professional and seek to do the very best in service to clients and customers while following the rules. Keep up the good work, and keep focusing on the all-important epicenter of what we, as real estate licensees do, which is helping buyers buy and sellers sell, tenants and landlords etc.

While recently attending the ARELLO® Annual Meeting in Chicago, I listened to hours and hours of presentations from speakers across the nation, all of which were certain, this September, many more changes were coming our way. Will all their dire predictions wash up on the shores of Arkansas? I doubt it! Will some of it? Probably! Therefore, the commission has elected to take a "wait and see" approach to the changing of any of our current regulations at this time. We have carefully reviewed our current regulations and feel like they are sufficient to protect consumers. As chairman, I have requested we place this topic on our monthly agenda to be reviewed every month until these issues are fully matured. At the ARELLO® conference, commissioners from other states shared with me that their state was reeling in anguish with all the radical changes. They asked me "How about Arkansas?" I replied "Oh, not really much change for us, we were already doing most everything required."

Thank you and keep up the good work. This too shall pass, and yes, we will need to make some adjustments, and yes, there is likely more coming, but the sky is not falling. Let not your hearts be troubled, we are going to get through this and in the end be better, not worse, for it.

— Tony Moore, *AREC Chairman*

*"Obstacles are those fearful things you see when you take your eyes off the goal!"*

— Henry Ford

## AREC Sets Required CE Courses for 2025

At their September meeting, the Arkansas Real Estate Commission set required courses for CE credit in 2025. Separate courses will be required for brokers and salespersons in 2025. Brokers and Executive Brokers will attend a 3-hour course on Broker Supervision and Agency. Salespersons will attend a 3-hour course on Agency Representation and Compensation. Associate Brokers may choose to attend either course but are encouraged to take the broker course if they have aspirations of becoming a supervising broker. It is important to note that salespersons CANNOT take the broker course and if they should inadvertently enroll in the course, they WILL NOT receive CE credit. Likewise, Principal Brokers and Executive Brokers WILL NOT receive CE credit for taking the Salesperson course. Please share this information with your colleagues.

Continuing education in broker supervision, while repeated over the last few years, remains a topic that is vitally important for brokers to be successful in their roles. Due to overwhelming positive feedback from previous years, it was determined that having a “broker-only” course allows the free exchange of information on best practices for supervising brokers. This required course allows for new information to be presented and a “refresher” or reminder of how brokers can best serve clients and those licensees they supervise.

Salespersons will be required to take a 3-hour course on Agency Representation and Compensation. This course will have a variety of learning objectives that include understanding the differences between exclusive and non-exclusive buyer agency agreements, understanding the various options on listing agreements, ensuring transparency regarding compensation, understanding the liability that can occur with Broker Price Opinions, and reviewing the means to research and locate zoning and local ordinances. A review of AREC Formal Hearings will also be included in the course.

### 2025 CE Course Requirements

#### ALL LICENSEES:

- 1-hour Safety Course
- 3-hour Elective CE Course

#### PRINCIPAL & EXECUTIVE BROKERS ONLY:

3-hour REQUIRED Broker Supervision/Agency\*

#### SALESPERSONS ONLY: 3-hour REQUIRED

Agency Representation & Compensation\*

\*Associate brokers may elect to take either of the required 3-hour courses but are encouraged to take the broker course if they should have aspirations of being a supervising broker.

## AREC Staff Updates

- **Heather Henries** was recently named Deputy Executive Director of AREC.
- **Deondra Gupton** was recently promoted from Investigator to Senior Investigator.
- **Lisa Hill** was recently promoted from Administrative Specialist II to Administrative Specialist III. Ms. Hill is now responsible for processing score reports, firm name approvals, and processing licenses.
- **Deirdre Gibson** has joined the AREC team as an Administrative Specialist II. Ms. Gibson is responsible for processing license transfers, license histories, and various license updates.
- **Valencia Green** has joined the AREC team as an Administrative Specialist II. Ms. Green is the friendly face at the front desk and also processes the voluminous AREC mail, completes data entry, and provides administrative support to AREC staff.

## DISCIPLINARY ACTIONS

### **Respondent(s): Felicia C. Johnson, Northeast Arkansas Real Estate School FH: 3895**

Violations: A.C.A. §§ 17-42-504(b), 17-42-504(c)(1)(A), 17-42-504(c)(1)(B), 17-42-515(2), 17-42-515(6), 17-42-515(10), 17-42-515(11), 17-42-515(12), 17-42-515(13).

Sanctions: Felicia C. Johnson - \$6,750 civil penalty  
 Northeast Arkansas Real Estate School - \$2,750 civil penalty, Respondent will refund any monies paid by any and all students for any expired courses taken as set forth herein.

Synopsis: Respondent Principal Instructor and School offered pre-license courses after the school license and course approvals were expired.

### **Respondent(s): Luther N. Keeling, Northwest Arkansas Real Estate School FH: 3898**

Violations: A.C.A. §§ 17-42-504(c)(1)(B); 17-42-515(13), 17-42-515(2)

Sanctions: Luther N. Keeling - \$750 civil penalty  
 Northwest Arkansas Real Estate School - \$750 civil penalty Respondent Northwest Arkansas Real Estate School shall refund any monies paid by those students not already licensed, if those students attended an expired course outlined in the order, and if the students apply for licensure with a passing exam result within 180 days following the order. Respondent School will provide proof of that reimbursement to the Executive Director of the Arkansas Real Estate Commission.

Synopsis: Respondent Principal Instructor and School offered courses after the course approvals were expired.

### **Respondent(s): Mark Flake, Clark Long School of Real Estate FH: 3899**

Violations: A.C.A. §§ 17-42-504(c)(1)(B); 17-42-515(13), 17-42-515(2)

Sanctions: Mark Flake - \$3,000 civil penalty  
 Clark Long School of Real Estate - \$750 civil penalty Respondent Clark Long School of Real Estate shall refund any monies paid by those students not already licensed, who attended an expired course as outlined in the order and within the statute of limitations pursuant to AC.A. § 17-42-314(b), if those students apply for licensure with a passing exam result within the next 180 days of the order. Respondent School will provide proof of that reimbursement to the Executive Director of the Arkansas Real Estate Commission within 90 days of receiving notice of the student's license issuance.

Synopsis: Respondent Principal Instructor and School offered courses after the course approvals were expired.

### **Respondent(s): Jennifer Jo Delong, Robert Ray Spencer FH: 3775**

Violations: A.C.A §§ 17-42-311(a)(2), 17-42-316(b)(2)(B), and Commission Rule 8.5(a)

Sanctions: Jennifer Jo Delong - \$400 civil penalty and 18 hour Salesperson Post-license Course  
 Robert Ray Spencer - \$3,000 civil penalty and 30 hour Broker Post-license Course. The Commission ordered that Respondents Robert Spencer and Jennifer Delong jointly and severally pay Complainant Corey Hutson \$1,168.02. The Respondents will be given nine months to pay, and Executive Director Alford will have the authority to work out a payment plan where that sum will be paid within that nine month period if it were necessary for either Mr. Spencer or Ms. Delong.

Synopsis: Respondents failed to encourage their Buyer client to research the zoning of a potential property. The zoning in the listing and county record did not match the zoning listed in the appraisal. After closing the Buyer was not able to use the property as intended until he petitioned the city for a change of zoning.

**Respondent(s): Daniel Rodriguez FH: 3900**

Violations: A.C.A. §17-42-315

Order: Respondent was granted a waiver of a disqualifying charge in order to retain his license.

**Respondent(s): Lindsey Michelle Roddy, David Warren Taylor FH: 3826**

Violations: A.C.A § 17-42-311(a)(2), Commission Rule 10.4(b), 10.10(a)

Sanctions: Lindsey Michelle Roddy - \$500 civil penalty and a Contracts to Closing Course

David Warren Taylor - \$500 and a Contracts to Closing Course

Synopsis: Respondent advertised the property with a boat lift. After the contract was accepted the boat lift was sold to a neighbor but the sale of the lift or the fact that the boat lift would not convey was not reduced to writing.

**Respondent(s): Eric Benard James FH: 3896**

Violations: A.C.A. § 17-42-315

Order: Respondent was not granted a waiver of a disqualifying charge in order to retain his license.

**Respondent(s): Christopher Bogner, @Arkansas Real Estate Education FH: 3888**

Violations: A.C.A. § 17-42-504(c)(1)(B), 17-42-515(2)

Sanctions: @Arkansas Real Estate Education - Payment of any late fees for the renewal of the course approval.

Synopsis: Respondent Principal Instructor and School offered pre-license courses after the course approval was expired.

**Respondent(s): Alan Keith Montgomery, Mid-south Real Estate Academy FH: 3902**

Violations: A.C.A. §§ 17-42-504(c)(1)(B); 17-42-515(13),17-42-515(2)

Sanctions: Alan Keith Montgomery - \$1,000 civil penalty

Mid-south Real Estate Academy -Respondent Principal Instructor and Respondent School, jointly and severally, will refund the cost of the course to any of the 6 students who completed the courses outlined in paragraph 18 between when the course expired and a new course approval was granted, and who subsequently completed the course with another school in order to receive credit.

Synopsis: Respondent Principal Instructor and School offered courses after the course approvals were expired.

**Respondent(s): Gloria E. Stewart FH: 3848**

Violations: A.C.A. § 17-42-311(a)(2), Commission Rule 10.16(a)

Sanctions: Gloria E. Stewart - Respondent must appear before the Commission in a formal hearing if she wants to reapply or renew her license.

Synopsis: Respondent failed to report a guilty plea to the Commission within thirty (30) days in accordance with Commission Rule 10.16 and failed to disclose the guilty plea on subsequent license renewals.

**Respondent(s): Bettina Dawn Miller FH: 3901**

Violations: A.C.A. §§ 17-42-311(a)(3), 17-42-315(f), Commission Rule 10.16, 17-42-311(a)(11), 17-42-311(a)(2)

Sanctions: Bettina Dawn Miller - License revoked

Synopsis: Respondent pleaded guilty to two (2) disqualifying charges.

**Respondent(s): Kimberly Latrice Santos FH: 3799**

Violations: A.C.A. §§ 17-42-311(a)(2), 17-42-316(b)(2)(B), 17-42-311(a)(13), and Commission Rule 8.5(a).

Sanctions: Kimberly Latrice Santos - Revocation of Broker License. Ms. Santos shall retain a salesperson license. Executive Director Alford will assist with finding a replacement broker for Ms. Santos's offices. Ms. Santos shall take the broker pre-license test and broker post-license education course.

Synopsis: Respondent Broker failed to protect the interest of her Buyer client by allowing the Buyer's niece to e-sign documents related to the transaction. The Buyer alleged she did not wish to purchase the property but agreed to the purchase based upon the Respondent's promise to make repairs.

**Respondent(s): Julie Ann Ralston FH: 3913**

Violations: A.C.A. §§ 17-42-311(a)(3), 17-42-311(a)(2), 17-42-315(f)

Order: Respondent was not granted a waiver of a disqualifying charge in order to retain her license.

Synopsis: Respondent pleaded guilty to a disqualifying charge.

**Respondent(s): Maurice Taylor, Vivid Real Estate Learning Center FH: 3918**

Violations: A.C.A. §§ 17-42-504(c)(1)(B), 17-42-515(13), 17-42-515(2)

Sanctions: Vivid Real Estate Learning Center - \$200 civil penalty

Synopsis: Respondent Principal Instructor and School offered courses without valid course approvals.

**Respondent(s): Kelley Ann Bracken FH: 3904**

Violations: A.C.A. § 17-42-311(a)(2), and Commission Rule 10.16(a)

Sanctions: Kelley Ann Bracken – \$500 civil penalty

Synopsis: Respondent failed to report two guilty pleas to the Commission within thirty (30) days in accordance with Commission Rule 10.16.

**Respondent(s): Danny C. Been, Arkansas Real Estate School FH: 3908**

Violations: A.C.A. §§ 17-42-504(c)(1)(B), 17-42-515(13), 17-42-515(2)

Sanctions: Arkansas Real Estate School - \$250 civil penalty

Synopsis: Respondent Principal Instructor and School offered courses after the course approval was expired.

**Respondent(s): Janet Ranae Johnson FH: 3912**

Violations: A.C.A. §§ 17-42-311(a)(3), 17-42-311(a)(2), 17-42-315(f), Commission Rule 10.16

Sanctions: Janet Ranae Johnson - \$750 civil penalty, Respondent must appear before the Commission prior to renewing or reapplying for a license.

Synopsis: Respondent pleaded guilty to a disqualifying charge. Respondent failed to report the conviction within thirty (30) days as required in Commission Rule 10.16.

**Respondent(s): Brooke Allison Dingler FH: 3914**

Violations: A.C.A. § 17-42-311(a)(2), Commission Rule 10.16(a)

Sanctions: Brooke Allison Dingler - \$500 civil penalty

Synopsis: Respondent failed to report a conviction to the Commission within thirty (30) days.

**Respondent(s): Thomas Wesley Reeder FH: 3824**

Violations: A.C.A. §§ 17-42-316(b)(1), 17-42-311(a)(6), Commission Rules 8.5(a), 10.4(b), 10.7(b)(2), 10.8(b), 10.8(c), 10.8(e), 10.8(g)(2), 10.10(a), 10.21(a), 10.22(a), 10.23(a), 10.8(g)(2), 10.9(b)

Sanctions: Thomas Wesley Reeder - \$4,100 civil penalty, Restriction of broker license and prohibited from conducting any property management services. Respondent must pay for a forensic accountant to provide a written audit report of all broker's trust accounts. The audit report should be provided in a format acceptable to the AREC Executive Director within six-months. If this is not strictly adhered to, Respondent's license shall be immediately revoked.

Synopsis: Respondent failed to keep property management and financial records and failed to reconcile trust accounts on a monthly basis. Improper records contributed to the Respondent's trust account being out of balance. Respondent failed to collect property management fees when they were earned and thus co-mingled the firm's funds with owner's funds.

**Respondent(s): William Scott Barton FH: 3825**

Violations: A.C.A. §§ 17-42-311(a)(6), 17-42-311(a)(2), 17-42-311(a)(11), Commission Rules 10.4(a)(1), 10.8(e), 10.8(g)(1), (2) & (3), 10.19 (a)(1), 10.19(a)(6), 10.19 (a)(7), 10.21(a), 10.22(d)(2), (3), & (4), 10.22(e)(1)(3)(4) and (5), 10.22(g), 10.23(c)(3) & (4), 10.23 (d)(1)(3)(4)(5)

Sanctions: William Scott Barton - \$8,500 civil penalty, Respondent must appear before the Commission prior to reapplying for a license.

Synopsis: Respondent failed to maintain required property management and financial records. Respondent failed to submit correct reports to the property owner.

**Respondent(s): Jacki Jane O'Reilly, Carmen Denele Tedder FH: 3915**

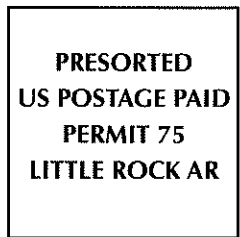
Violations: A.C.A. §§ 17-42-311(a)(2), 17-42-316(b)(2)(B), Commission Rules 8.5(a) and 10.4(b)

Sanctions: Jacki Jane O'Reilly - \$500 civil penalty, Respondent shall complete an 18 hour Salesperson Post-license course within six-months.

Carmen Denele Tedder - \$500 civil penalty, Respondent shall attend at least one disciplinary hearing prior to December 31, 2024.

Synopsis: Respondent Buyer Agent allowed a buyer to remain in a property unsupervised when the agent left to show a nearby property.

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## INSIDE THIS ISSUE

Governor Appoints Tammy Browning to Commission .....	1
A Message From AREC Chair Tony Moore.....	1
Executive Director’s Note .....	2
Steady is the Course in New Environment .....	2
AREC Sets Required CE Courses for 2025 .....	3
AREC Staff Updates .....	3
Disciplinary Actions .....	4

## RENEWAL DEADLINE

Have you paid your renewal fees and reported your 2024 CE? If your renewal fees are not paid and your CE is not reported by December 31, your license is not active, effective January 1. If your name appears on any signage, advertising, social media, firm websites, or other websites, you could be conducting unlicensed real estate activity **REGARDLESS** of having no current or pending sales activity. But what could really happen? The Arkansas Real Estate Commission has authority under Commission Rule Section 9 to issue fines or sanctions to any licensee who does not properly renew their license and conducts unlicensed real estate activity. **DON'T LET THIS BE YOU!** Licensees are encouraged to check their status and that of their supervising brokers at [www.arec.arkansas.gov](http://www.arec.arkansas.gov) to ensure everyone has properly renewed. When a PB or DEB does not renew on time, all licensees they supervise will be inactivated effective January 1.