

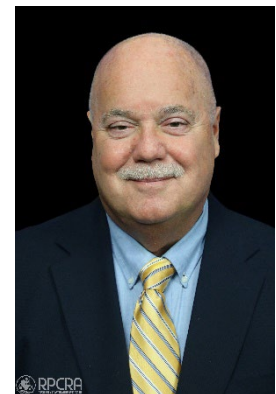


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Royal Palm Coast Realtor® Association Announces Sean O'Brien as the New Chief Executive Officer Effective January 01, 2024

Fort Myers, FL | Cape Coral, FL – Royal Palm Coast Realtor® Association (RPCRA) is pleased to announce a significant milestone in its journey to welcome Sean O'Brien as the new Chief Executive Officer. Through a national search to fill this role, RPCRA concluded that with an impressive track record of 30 years of accounting, financial and operational management in the public and private sectors both domestic and international, and successfully spearheading high level organization proficiencies, O'Brien brings a wealth of experience and a fresh perspective to the association. This appointment marks an exciting chapter in RPCRA's history, further strengthening its commitment to excellence and innovation in the real estate industry.



Keeping in alignment with the four fundamental pillars of RPCRA's 2024 Strategic Plan, O'Brien's priorities for the association will focus on setting clear goals, objectives, and an overall cohesive vision for the organization touching on integrity, authenticity, accountability, and empathy. This will help the board, membership, and staff focus their efforts on the long-term success of RPCRA.

1. **Advocacy:** Drive the business of the association forward in an evolving and uncharted environment, which will establish an opportunity for innovation and growth.
2. **Governance:** Build a strong balance among RPCRA's governance for organizational, operational, and fiscal effectiveness through financial empowerment.
3. **Professionalism:** Increase the professionalism of the Board of Directors that will lead to more effective governance and outcomes for the association.
4. **Value:** Foster the development of the organization by strengthening the board of directors, expanding membership, and empowering the staff. This will help further increase the community's knowledge and understanding on the importance of working with a Realtor® as well as the benefits that the association brings to the community through its charitable contributions.

To learn more about Royal Palm Coast Realtor® Association and membership, visit [RPCRA.org](https://www.rpcra.org).

The Royal Palm Coast Realtor® Association was chartered in 1922 as the Fort Myers Board of Realty and today is the largest Realtor® Association in Lee County that serves more than 10,000 Realtor® members and affiliates. The Association acts as the primary resource and active advocate for its members by collectively promoting member business interests through education, communications, and proactive management of industry issues.

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“I am pleased to announce the appointment of Sean O’Brien as the new Chief Executive Officer for Royal Palm Coast Realtor® Association. I speak for the Board when I said that we are confident that Sean brings the vision, leadership, and experience needed to lead the association into a bright and successful future,” said Jack Martin, 2023 RPCRA President. “Under Sean’s guidance, we look forward to achieving new heights of excellence and innovation. Congratulations on this pivotal role!”

O’Brien joined RPCRA in May of 2017 and has served as the Chief Financial and Operations Officer for the last four years. He holds an active Indiana CPA license. Prior to joining RPCRA, O’Brien held various senior leadership roles of which include Senior Director of Finance, Operations for Vera Bradley Designs, Inc. During the senior roles of his career, O’Brien has offered his professional insight in change management and development to propel businesses toward expansion and growth.

Since moving to Fort Myers, Florida, he has expanded his volunteer and community involvement by participating in the Southwest Florida Chamber Leadership Lee class of 2017-2018, served on the Friends of Lovers Key Board of Directors from 2019-2020 and as Treasurer in 2020, and also served on the Fort Myers Beach Chamber of Commerce as Treasurer 2018 – 2022. He currently serves on the Beach Chamber Advisory Board.

“I am thrilled to embark on this new phase in my career. I perceive the opportunity as a chance to build upon my experience and my years at the association, while also enabling me to maintain my collaboration with the leadership, membership, and staff. I appreciate that the board recognizes the alignment of my experience and values with theirs allowing me to assist in navigating the future of Royal Palm Coast Realtor® Association,” declared Sean O’Brien, RPCRA CEO.

O’Brien will step into his role as the new Chief Executive Officer on January 1, 2024. Monica Arrondo, who has been serving as Interim CEO, will remain in an executive role with the association.

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