

# Board of Equalization and Review

## Nominees At-A-Glance

**Two (2) Unexpired terms expiring March 31, 2025**

**Three (3) Three-year terms expiring March 31, 2027**

<b>Name</b>	<b>District</b>	<b>Gender</b>	<b>Ethnicity</b>
Dunn, Andrew	5	Male	Caucasian/Non-Hispanic
Lyons, Finesse	4	Female	African American
Mahood, Maureen	4	Female	Caucasian/Non-Hispanic
Scher, Lloyd	5	Male	Caucasian/Non-Hispanic
Tillman, Edward	6	Male	African American

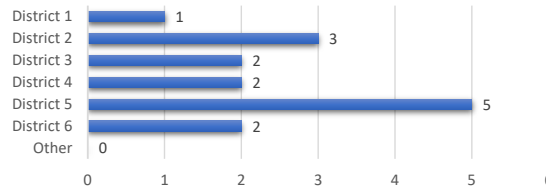
**Note:** Mark Loflin and Michael Nellums were nominated at the March 6, 2024 and April 16, 2024 meeting. They did not complete an interview.

# BOARD OF EQUALIZATION AND REVIEW DEMOGRAPHICS

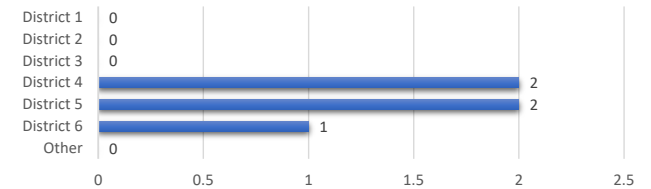
## Districts

	Members	Nominees
District 1	1	0
District 2	3	0
District 3	2	0
District 4	2	2
District 5	5	2
District 6	2	1
Other	0	0
<b>Total</b>	<b>15</b>	<b>5</b>

Members by District



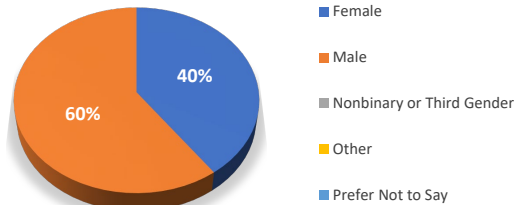
Nominees by District



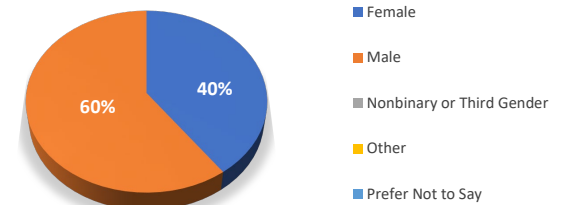
## Gender

	Members	Nominees
Female	6	2
Male	9	3
Nonbinary or Third Gender	0	0
Other	0	0
Prefer Not to Say	0	0
<b>Total</b>	<b>15</b>	<b>5</b>

Members by Gender



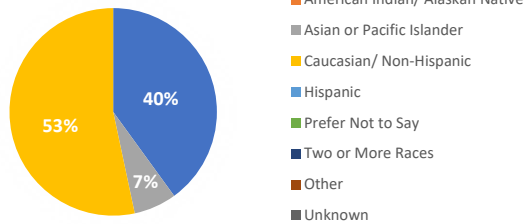
Nominees by Gender



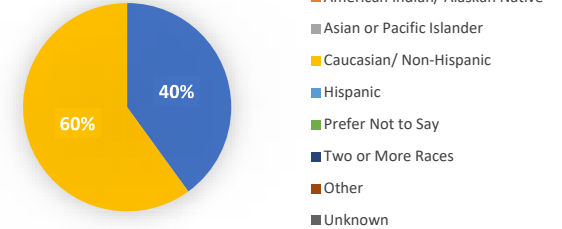
## Ethnicity/Race

	Members	Nominees
African-American	6	2
American Indian/ Alaskan Native	0	0
Asian or Pacific Islander	1	0
Caucasian/ Non-Hispanic	8	3
Hispanic	0	0
Prefer Not to Say	0	0
Two or More Races	0	0
Other	0	0
Unknown	0	0
<b>Total</b>	<b>15</b>	<b>5</b>

Members by Ethnicity/Race



Nominees by Ethnicity/Race





**MECKLENBURG COUNTY**  
**Board of County Commissioners**

**MEMORANDUM**

To: Board of County Commissioners

From: Commissioner Arthur Griffin, Ad Hoc Interview Committee Chair

Date: May 13, 2024

Subject: Report of the Board of Equalization and Review (BER) Ad Hoc Interview Committee

On Monday, May 13, 2024, the Board of Equalization and Review Ad Hoc Interview Committee interviewed nominees for appointment consideration for five (5) vacant seats on the Board of Equalization and Review. The Committee was comprised of myself and Commissioners Laura Meier, Elaine Powell, and Susan Rodriguez-McDowell.

After interviewing the nominees, the committee recommends to the full Board the appointment of Maureen Mahood for one (1) unexpired term expiring March 31, 2025, and Edward Tillman for one (1) unexpired term expiring March 31, 2025, on the Board of Equalization and Review.

The Committee recommends that the Clerk continue to advertise for the additional vacancies. Any interested candidates should submit applications through the Clerk's Office Advisory Board webpage.

The Board is scheduled to make an appointment to the Board of Equalization and Review at the May 21, 2024, Board of County Commissioners meeting.

Statement to Applicants

Profile

Which Boards would you like to apply for?

Board of Equalization and Review: Submitted

Andrew  
First Name

Dunn  
Last Name

What other names have you used? (includes, legal names, aliases, maiden names or professional monikers) NOTE: If none, please note N/A

N/A

andrewmdunn@gmail.com  
Email Address

3008 Deep Meadow Lane  
Home Address

Charlotte  
City

NC  
State

28210  
Postal Code

Mobile: (910) 264-8370  
Primary Phone

Alternate Phone

What Mecklenburg County District do you live in? Please verify below. \*

☒ 5

How long have you been a resident of Mecklenburg County? Please include months, or years.

13 years

My age range is (please select one): \*

☒ 30 to 45

Ethnicity \*

☒ Caucasian/Non-Hispanic

Gender \*

☒ Male

Interests & Experiences

## Education

---

Bachelor's degree in journalism with a minor in Spanish, UNC-Chapel Hill

Home Solutions

Employer

Content Manager

Occupation

## Business and civic experience

---

I have more than a decade of experience as a journalist, small business owner, entrepreneur and marketer in Charlotte, beginning with a role as reporter and editor with The Charlotte Observer. At the newspaper, I covered banking and finance, and later moved into covering education and Charlotte-Mecklenburg Schools. From there, I helped launch Charlotte Agenda, serving as editor-in-chief and member of the ownership team. After leaving the media industry, I've specialized in content writing and search engine optimization (SEO), working with several locally based companies. Civically, I am an active member of Christ Lutheran Church, a volunteer with Charlotte-Mecklenburg Schools and a long-time leader with the Boy Scouts of America.

## Area of expertise and interests/skills

---

I am an expert in writing, editing and marketing. I also have wealth of experience with issues of business, finance, history and education, and a deep understanding of Charlotte and its history.

---

## Additional Information

**If you are or have ever served on a Mecklenburg County board/commission, please answer yes or no. If yes, please disclose the Board and term-end date.**

---

No

## Why are you interested in serving on the board(s) to which you are applying?

Mecklenburg County Board of Equalization and Review: My extensive background in business journalism equips me uniquely for the Mecklenburg County Board of Equalization and Review. Having reported on and managed content around financial issues, including mortgages and personal finance, I possess a nuanced understanding of valuation and the financial challenges faced by taxpayers. This role requires the ability to analyze complex information and make equitable decisions, qualities I've honed through years of scrutinizing business practices and financial policies. My commitment to fairness and my analytical skills, developed over a career of holding entities accountable and conveying intricate financial information to the public, align perfectly with the board's mission to ensure fair and just assessments. Park and Recreation Commission: As someone who has been deeply involved in local media and community engagement, I am excited about the opportunity to serve on the Park and Recreation Commission. My work in launching influential publications and managing large teams focused on local coverage, including development and community issues, underscores my commitment to enhancing the quality of life in Mecklenburg County. My extensive experience in advising and strategizing on public communications, combined with my firsthand knowledge of the community's needs and aspirations, positions me to effectively advocate for and contribute to the development of a vibrant, inclusive, and sustainable recreational landscape. My dedication to public service, underscored by my recognition as an Eagle Scout, drives my passion for creating and preserving spaces that enrich our community's social, cultural, and physical well-being. Historic Landmarks Commission: With a robust background in journalism, digital media publishing, and community engagement, I bring a unique perspective to the Historic Landmarks Commission. My career has centered on highlighting the cultural, social, and economic narratives of Charlotte and Mecklenburg County, making me particularly attuned to the importance of preserving our architectural and historical heritage. Through my work, I have developed a deep appreciation for the stories that buildings, landmarks, and spaces tell about our collective past, and I am committed to ensuring these stories are preserved for future generations. My expertise in content creation, public relations, and strategic communications, combined with a passionate commitment to our community's heritage, will enable me to effectively contribute to the commission's goals of education, preservation, and enhancement of our city and county's historical treasures.

## Have you attended a meeting of the advisory board(s) to which you are applying?

☐ Yes ☒ No

## Hours Per Month Available for Position

10-20

## How did you learn of the vacancy? \*

☒ Mecklenburg County Website

[RV\\_Dunn\\_Resume\\_2024.pdf](#)

Upload a Resume

## Disclosure

## Are you a Mecklenburg County resident?

☒ Yes ☐ No

**Are you a current Mecklenburg County employee? (Mecklenburg County employees are prohibited from serving on any board where appointments are made by the Board of Commissioners. If you are a current, county employee who is to serve in an ex-officio and/or non-voting capacity on any board when required by law, please email [clerk@mecknc.gov](mailto:clerk@mecknc.gov) before submitting an application.)**

---

☐ Yes ☒ No

**Are you a current vendor with Mecklenburg County?**

---

☐ Yes ☒ No

**• Do you have any personal or business interest that could create a conflict (either real or perceived) if appointed? If yes, please explain the conflict.**

---

☐ Yes ☒ No

### **Disclaimer**

---

**I, hereby, authorize Mecklenburg County to verify all information included in this application. I certify that I have read the appointment policy and that the information contained in this application is true according to the best of my knowledge and belief. I certify that I am providing my legal name and address in which I reside. I understand that inaccurate or untrue information will be cause for removal from any appointed advisory board. By submitting this application, I agree to adhere to all County policies pertaining to advisory boards, including attendance. I understand if I do not achieve 65% annual attendance, I will be automatically removed from the board or commission to which I am appointed. I understand that this application is subject to the N.C. Public Records Law (NCGS § 132-1) and may be released upon request.**

---

☒ I Agree

**Signature of Applicant (Sign Your Legal Name):**

---

Andrew Dunn

---

### **Board Specific Questions**

Question applies to Board of Equalization and Review

**Have you ever been convicted of a felony?**

---

☐ Yes ☒ No

# Andrew Dunn

andrewmdunn@gmail.com | (910) 264-8370

## **Content Manager, Three Ships** (December 2022-Present)

- Responsible for SEO content marketing strategy and production for a major financial industry client. Built the team from scratch, moving from zero writers and \$0 in revenue to four editors, two writers and \$10,000+ per week and growing.
- Managing a team of in-house writers and editors, as well as a broader freelance network.
- Created a content workflow to boost production from zero to 100+ articles per month.
- Implemented “best-in-class” content standards and article refresh procedures to boost quality.

## **Financial Freelance Writer** (August 2019-December 2022)

- Financial, business and spot news writer with bylines in local and national publications, including Fox Business, LendingTree, Credit Karma, Insurify and Credible.
- Optimized content for lead generation and conversions using SEO best practices.

## **Managing Editor/Mortgage, LendingTree** (November 2018-July 2019)

- Responsible for all online content driving customers to LendingTree’s flagship product.
- Published 50+ articles monthly across multiple domains. Responsibilities included developing story ideas, communicating assignments, managing projects, editing copy, and using search engine optimization techniques to drive page views and conversions.
- Managed a team of two full-time writers and numerous freelancers.

## **Editor-in-Chief and Partner, Charlotte Agenda** (August 2015-October 2018)

- Ultimately responsible for all content at the nation's fastest-growing local media company.
- Oversaw daily email newsletter growth from 4,000 subscribers to 36,000+.
- Managed a team of full-time and freelance reporters to own local coverage of development, politics, entrepreneurship, retail, food+drink, things to do and explanatory journalism.

## **Reporter/Editor, The Charlotte Observer** (October 2011-August 2015)

- Award-winning banking and finance reporter responsible for covering two of Charlotte’s largest employers, Bank of America and Wells Fargo, along with regional banks and financial institutions. Stories included uncovering banks exploiting a loophole in a national mortgage settlement and detailing Wall Street’s incursion into the local home market.
- Served regularly as night metro editor, coordinating coverage of breaking news and daily news stories, and overseeing the local pages in the daily newspaper.

## Awards

- Two North Carolina Press Association awards in business writing (2013, 2014) for stories on Wall Street firms buying Charlotte homes.
- SABEW Best in Business awards in 2009, 2011 and 2012.
- Eagle Scout, awarded in 2003.

## Education

B.A., UNC-Chapel Hill, 2010. Journalism major, certificate in business journalism, Spanish minor. Served as editor-in-chief of The Daily Tar Heel during the 2009-10 school year.



Statement to Applicants

Profile

Which Boards would you like to apply for?

Board of Equalization and Review: Submitted

Finesse Lyons  
First Name Last Name

What other names have you used? (includes, legal names, aliases, maiden names or professional monikers) NOTE: If none, please note N/A

Tamika Lyons

flyyrealtyllc@gmail.com  
Email Address

8336 McCarron Way  
Home Address

Charlotte NC 28215  
City State Postal Code

Mobile: (202) 696-6333 Business: (980) 999-3273  
Primary Phone Alternate Phone

What Mecklenburg County District do you live in? Please verify below. \*

☒ 4

How long have you been a resident of Mecklenburg County? Please include months, or years.

9

My age range is (please select one): \*

☒ 30 to 45

Ethnicity \*

☒ African American

Gender \*

☒ Female

Interests & Experiences

Finesse Lyons

## Education

---

Superior School of Real Estate 2020

Allen Tate Companies

Employer

Real Estate Broker

Occupation

## Business and civic experience

---

Self-employed Real Estate Agent Music industry management Community Activists

## Area of expertise and interests/skills

---

Customer service Real Estate

---

## Additional Information

**If you are or have ever served on a Mecklenburg County board/commission, please answer yes or no. If yes, please disclose the Board and term-end date.**

---

N/A

## Why are you interested in serving on the board(s) to which you are applying?

---

I am interested in this position to assist my community with knowledge and understanding of the ever evolving real estate market in Mecklenburg County.

## Have you attended a meeting of the advisory board(s) to which you are applying?

---

☐ Yes ☒ No

## Hours Per Month Available for Position

---

I am flexible and can be available when necessary. My commitment would be at least 30 hours per month.

## How did you learn of the vacancy? \*

---

☒ Other

## If you answered other - Where did you learn of this vacancy?

---

This opportunity was presented by a current board member Barrett Berry.

---

## Disclosure

## Are you a Mecklenburg County resident?

---

☒ Yes ☐ No

**Are you a current Mecklenburg County employee? (Mecklenburg County employees are prohibited from serving on any board where appointments are made by the Board of Commissioners. If you are a current, county employee who is to serve in an ex-officio and/or non-voting capacity on any board when required by law, please email [clerk@mecknc.gov](mailto:clerk@mecknc.gov) before submitting an application.)**

---

☐ Yes ☒ No

**Are you a current vendor with Mecklenburg County?**

---

☐ Yes ☒ No

**• Do you have any personal or business interest that could create a conflict (either real or perceived) if appointed? If yes, please explain the conflict.**

---

☐ Yes ☒ No

### **Disclaimer**

---

**I, hereby, authorize Mecklenburg County to verify all information included in this application. I certify that I have read the appointment policy and that the information contained in this application is true according to the best of my knowledge and belief. I certify that I am providing my legal name and address in which I reside. I understand that inaccurate or untrue information will be cause for removal from any appointed advisory board. By submitting this application, I agree to adhere to all County policies pertaining to advisory boards, including attendance. I understand if I do not achieve 65% annual attendance, I will be automatically removed from the board or commission to which I am appointed. I understand that this application is subject to the N.C. Public Records Law (NCGS § 132-1) and may be released upon request.**

---

☒ I Agree

**Signature of Applicant (Sign Your Legal Name):**

---

Finesse Lyons

---

### **Board Specific Questions**

Question applies to Board of Equalization and Review

**Have you ever been convicted of a felony?**

---

☐ Yes ☒ No

Statement to Applicants

Profile

Which Boards would you like to apply for?

Board of Equalization and Review: Submitted

Edward L Tillman  
First Name Middle Initial Last Name

What other names have you used? (includes, legal names, aliases, maiden names or professional monikers) NOTE: If none, please note N/A

N/A

eltillman@protonmail.com  
Email Address

6331 High Creek Court  
Home Address

Charlotte NC 28277  
City State Postal Code

Mobile: (980) 253-6528  
Primary Phone Alternate Phone

What Mecklenburg County District do you live in? Please verify below. \*

☒ 6

How long have you been a resident of Mecklenburg County? Please include months, or years.

25 years

My age range is (please select one): \*

☒ 46 to 55

Ethnicity \*

☒ African American

Gender \*

☒ Male

Interests & Experiences

Edward L Tillman

## Education

---

Bachelor of Arts in Journalism, Georgia State University, Atlanta, GA Master of Business Administration, Pfeiffer University, Charlotte, NC

Combined Insurance

Employer

Insurance Agent

Occupation

## Business and civic experience

---

The Tillman Agency, Owner ( Insurance agency). August 2010 to December 2019 Citizens Transit Advisory Group, Board Chair Nov 2018 to Nov 2023 Meck County South Rotary Club July 2007 to Present Cub Scout Pack 613, Treasurer Nov 2019 to April 2023 USMC Veteran April 1990 to April 1994

## Area of expertise and interests/skills

---

As a long term resident of the county I have seen the area grow in exponential ways and I have operated within the financial services sector for the entirety of that time. From helping residents get loans and lines of credit for their home or business, to insuring their most valuable possessions and supporting businesses providing additional benefits to their employees I have a wealth of financial knowledge and general business understanding that would be valuable on the Advisory Board

---

## Additional Information

**If you are or have ever served on a Mecklenburg County board/commission, please answer yes or no. If yes, please disclose the Board and term-end date.**

Citizens Transit Advisory Group term completed November 2023

## Why are you interested in serving on the board(s) to which you are applying?

---

I seek the opportunity to continue to serve the members of the Mecklenburg County community. I have insured the lives of people in this county as well as the things they deem valuable for more than a decade, and I see the BER as a furthering of supporting people in this area.

**Have you attended a meeting of the advisory board(s) to which you are applying?**

☒ Yes ☐ No

## Hours Per Month Available for Position

---

5-10

## How did you learn of the vacancy? \*

---

☒ Word of Mouth

[ELT\\_resume\\_\\_032023.docx](#)

Upload a Resume

---

## Disclosure

Are you a Mecklenburg County resident?

---

☒ Yes ☐ No

Are you a current Mecklenburg County employee? (Mecklenburg County employees are prohibited from serving on any board where appointments are made by the Board of Commissioners. If you are a current, county employee who is to serve in an ex-officio and/or non-voting capacity on any board when required by law, please email [clerk@mecknc.gov](mailto:clerk@mecknc.gov) before submitting an application.)

---

☐ Yes ☒ No

Are you a current vendor with Mecklenburg County?

---

☐ Yes ☒ No

• Do you have any personal or business interest that could create a conflict (either real or perceived) if appointed? If yes, please explain the conflict.

---

☐ Yes ☒ No

## Disclaimer

---

I, hereby, authorize Mecklenburg County to verify all information included in this application. I certify that I have read the appointment policy and that the information contained in this application is true according to the best of my knowledge and belief. I certify that I am providing my legal name and address in which I reside. I understand that inaccurate or untrue information will be cause for removal from any appointed advisory board. By submitting this application, I agree to adhere to all County policies pertaining to advisory boards, including attendance. I understand if I do not achieve 65% annual attendance, I will be automatically removed from the board or commission to which I am appointed. I understand that this application is subject to the N.C. Public Records Law (NCGS § 132-1) and may be released upon request.

---

☒ I Agree

Signature of Applicant (Sign Your Legal Name):

---

Edward Tillman

---

## Board Specific Questions

Question applies to Board of Equalization and Review

**Have you ever been convicted of a felony?**

---

☒ Yes ☐ No

## **Senior Sales Executive - Business Development Director- Channel Strategy & Market Leader**

Leveraging 15+ years of business development and sales leadership experience I am an engaged and successful producer and leader capable of delivering exceptional revenue and motivating sales teams. have expertise in developing high value COI's, utilizing varied sales strategies, and client focused process improvement. I continually strengthen business operations through training initiatives and enterprise roadmaps.

My strategic sales and marketing vision has led to the development of unique service offerings and new revenue streams, resulting in significant company growth and increases in revenue. Experienced in successfully building and restructuring both inside and field sales and marketing, I can analyze an organization's critical business requirements, identify deficiencies, and create and fulfill business targets.

### **Skills**

- Thorough knowledge of personal lines and commercial lines insurance products
- Expertise in analyzing problems and developing effective solutions using data analysis
- Proficient with sourcing and identifying new client prospects

## **Professional Experience**

---

### **Vice President of Insurance Enterprise Sales**

January 2022 to present

*Mylo, Kansas City, MO*

Digital insurance agency delivering multifaceted SaaS based embedded insurance platform to businesses

- Devised organic growth strategy resulting in meeting on target revenue goals for line of business
- Self-Sourced target clients and identified new enterprise business opportunities
- Developed SaaS-based insurance product workflow for onboarding new clients
- Managed national carrier relationships including book rolls and production goals
- Delivered virtual and in-person sales pitches to C-Suite prospects
- Directed creation and management of remote Regional Sales manager team
- Utilized Salesforce for pipeline tracking and defining total client value
- Closed 5 deals resulting in 3.5M in revenue in 2022

### **National Sales Manager**

December 2019 to

December 2021

*Hippo Insurance, Austin, TX*



Provider of smart home technology and a modernization to the home insurance industry

- Sourced and sold multiple national carrier relationships w/gross premiums of \$40MM & greater
- Developed and implemented strategic plan resulting in exceeding territory sales quotas by 30%
- Increased use of Hippo platform by Brokers, Carriers, and Independent Agent relationships
- Used data analytics to implement change in contract strategy resulting in 22% production increase
- Developed KPI's to optimize LOB performance and identify opportunities for revenue growth
- Collaborated with Marketing, Finance and Product teams to optimize new product launches
- Created internship program including curriculum and success metrics creating employment pipeline.
- Represented organization at national conferences and carrier kick-off events.

**Independent Agency Owner**

August 2010 to

December 2019

The Tillman Agency, *Charlotte, NC*

Insurance agency providing a full suite of Property & Casualty, Health, and Life insurance products

- Directed marketing, new business development, strategic partnerships, and customer experience
- Leveraged strategic prospecting methods and deep industry knowledge to drive lead generation
- Provided concierge level service to high-value commercial & personal insurance clients
- Oversaw growth of business from start-up to \$10MM in gross annual premiums
- Hired and led 20 commercial & personal lines agents across 5 state region
- Increased sales per client by 25% with new cross sell and referral programs
- Conducted business and market evaluations to identify and assess growth opportunities
- Developed business relationships with commercial and individual client groups
- 2018 Big Daddy Award Winner as agency of the year with for property & casualty sales

**CEO & Founder**

August 2010 to

December 2019

The Sales Rhino, *Charlotte, NC*

Consulting firm company supporting insurance and financial services firms nationwide

- Delivered SaaS solutions based on budget and needs to national financial advisor firm
- Coached C-Suite clients in problem solving, goal setting and improving confidence
- Trained and coached insurance call center personnel to achieve and exceed sales metrics

- Integrated data analytics with traditional sales techniques to improve P&C agency sales success
- Created sales training manuals targeted at overcoming client objections and increasing referrals
- Keynote speaker for independent insurance agency conferences discussing sales strategies
- Lead offsite executive retreats to develop company culture and cohesiveness
- Developed enterprise sales unit resulting in acquisition of 100 new accounts in 18 months

### Education

<b>Bachelor of Arts in Journalism of Business Administration</b>	<b>Master</b>
Georgia State University, Atlanta, GA University, Charlotte, NC	Pfeiffer

### Military Service

**United States Marine Corps**  
1990- 1994  
*Desert Storm Veteran*

### Licenses & Certifications

<b>Property &amp; Casualty Insurance</b>	Aug
2010 to Present	
B.A.N.K. Certified Trainer	Aug 2013 to
Present	

### Community Service

<b>Meck County South Rotary Club</b>	July 2007
to Present	
President	
<b>City of Charlotte</b>	<b>Nov</b> 2018 to
Present	
Citizens Transit Advisory Group, Board Chair	
<b>Pack 613</b>	Nov 2019 to
Present	
Treasurer	

Statement to Applicants

Profile

Which Boards would you like to apply for?

Board of Equalization and Review: Submitted  
Unified Development Ordinance Board of Adjustment (UDO): Submitted  
Charlotte-Mecklenburg Planning Commission: Submitted

Maureen	G	Mahood
First Name	Middle Initial	Last Name

What other names have you used? (includes, legal names, aliases, maiden names or professional monikers) NOTE: If none, please note N/A

n/a

maureen@sellyourhomecharlotte.com

Email Address

6300 Thelo Dr

Home Address

Charlotte	NC	28212
City	State	Postal Code

What Mecklenburg County District do you live in? Please verify below. \*

☒ 4

How long have you been a resident of Mecklenburg County? Please include months, or years.

22 years

My age range is (please select one): \*

☒ 46 to 55

Ethnicity \*

☒ Caucasian/Non-Hispanic

Gender \*

☒ Female

Interests & Experiences

## Education

---

Associate degree in merchandising and management from Berkley College in Purchase, NY

SellYourHomeCharlotte.com

Employer

Realtor/Owner/Broker

Occupation

## Business and civic experience

---

I have 7 years of experience in Real Estate, 5 of those years as a brokerage owner, SellYourHomeCharlotte.com. I am the founder of RescuedMe.org a dog rescue organization in Charlotte. RescuedMe has helped save a place hundreds of dogs in the Charlotte Metro.

## Area of expertise and interests/skills

---

As the proud broker owner of Sell Your Home Charlotte, I bring a wealth of expertise to the vibrant real estate market of Charlotte, North Carolina. My journey in real estate has been marked by a deep commitment to understanding the intricacies of buying and selling homes in the Charlotte Metro area. This experience has not only honed my skills but also positioned me as a leading expert in the field. My approach is rooted in a profound understanding of market dynamics, a keen eye for digital marketing strategies, and a natural flair for negotiations. I am passionate about employing technology to streamline transactions, making the process as efficient and effective as possible for my clients. More than just facilitating transactions, I am dedicated to building meaningful relationships with my clients, guiding them through every step of their real estate journey. Working with me means partnering with someone who is not just an agent, but a real estate visionary committed to turning your property aspirations into reality.

---

## Additional Information

**If you are or have ever served on a Mecklenburg County board/commission, please answer yes or no. If yes, please disclose the Board and term-end date.**

---

no

### Why are you interested in serving on the board(s) to which you are applying?

---

My motivation to serve on both the Zoning Board of Adjustment and the Board of Equalization and Review in Mecklenburg County is driven by a deep commitment to the responsible growth and equitable governance of our community. As the broker owner of Sell Your Home Charlotte, I have a comprehensive understanding of the local real estate market, property valuation, and the impact of zoning decisions on both homeowners and the broader community. This unique perspective positions me to contribute significantly to the objectives of both boards. For the Zoning Board of Adjustment, my expertise in real estate provides me with the insight needed to evaluate appeals and petitions for variances with a balanced view, considering both the letter of the law and the spirit of equitable development. The board's role in shaping the urban landscape of Charlotte is critical, and I believe my background equips me to contribute to decisions that foster a vibrant, sustainable, and inclusive community. Regarding the Board of Equalization and Review, my experience in assessing property values and understanding market dynamics enables me to offer a nuanced perspective on property assessments. The fairness and accuracy of these assessments are paramount in ensuring trust in local governance and the equitable distribution of tax responsibilities. I am keen to apply my knowledge to review and adjust assessments in a manner that reflects true market values, ensuring fairness for all taxpayers. Serving on these boards aligns with my professional skills and personal values. It offers an opportunity to leverage my expertise for the greater good of Mecklenburg County, ensuring that growth is managed responsibly and that property assessments are conducted with fairness and precision. I am eager to contribute to the continued prosperity and equitable development of our community through thoughtful participation in these essential governance processes.

### Have you attended a meeting of the advisory board(s) to which you are applying?

---

☐ Yes ☒ No

### Hours Per Month Available for Position

---

20

### How did you learn of the vacancy? \*

---

☒ Other

### If you answered other - Where did you learn of this vacancy?

---

I am on the board of East Charlotte Coalition of Neighborhoods and I was alerted to the positions there.

[maureen\\_resume.docx](#)

Upload a Resume

---

### Disclosure

### Are you a Mecklenburg County resident?

---

☒ Yes ☐ No

**Are you a current Mecklenburg County employee? (Mecklenburg County employees are prohibited from serving on any board where appointments are made by the Board of Commissioners. If you are a current, county employee who is to serve in an ex-officio and/or non-voting capacity on any board when required by law, please email [clerk@mecknc.gov](mailto:clerk@mecknc.gov) before submitting an application.)**

---

☐ Yes ☒ No

**Are you a current vendor with Mecklenburg County?**

---

☐ Yes ☒ No

**• Do you have any personal or business interest that could create a conflict (either real or perceived) if appointed? If yes, please explain the conflict.**

---

☐ Yes ☒ No

### **Disclaimer**

---

**I, hereby, authorize Mecklenburg County to verify all information included in this application. I certify that I have read the appointment policy and that the information contained in this application is true according to the best of my knowledge and belief. I certify that I am providing my legal name and address in which I reside. I understand that inaccurate or untrue information will be cause for removal from any appointed advisory board. By submitting this application, I agree to adhere to all County policies pertaining to advisory boards, including attendance. I understand if I do not achieve 65% annual attendance, I will be automatically removed from the board or commission to which I am appointed. I understand that this application is subject to the N.C. Public Records Law (NCGS § 132-1) and may be released upon request.**

---

☒ I Agree

**Signature of Applicant (Sign Your Legal Name):**

---

Maureen Mahood

---

### **Board Specific Questions**

Question applies to Board of Equalization and Review

**Have you ever been convicted of a felony?**

---

☐ Yes ☒ No

# MAUREEN MAHOOD

## REAL ESTATE INVESTMENT CONSULTANT

### PROFILE

Dynamic and seasoned real estate professional with over 8 years of experience in the North and South Carolina markets. Demonstrated history of sales excellence, leadership, and community involvement. Known for a proactive approach to real estate sales and marketing, with a strong background in digital sales and negotiations. Passionate about community service, with significant contributions to local non-profits and neighborhood initiatives.

### CONTACT

PHONE:  
704.621.3066

WEBSITE:  
SellYourHomeCharlotte.com  
RescuedMe.org

EMAIL:  
Maureen@SellYourHomeCharlotte.com

### HOBBIES

Travel  
Volunteerism  
Trying New Restaurants

### EDUCATION

Berkely College, Purchase NY  
1987 - 1989  
Associates in Merchandising and Management

SUNY Purchase  
1991 - 1992  
Studied Political Science

### WORK EXPERIENCE

---

#### **Broker in Charge, SellYourHomeCharlotte.com, Charlotte, NC** 2018-Present

- Led the company to significant growth by leveraging expert knowledge of the local market, digital marketing strategies, and client-focused service.
- Managed dual licensure in NC and SC, expanding market reach and operational capabilities.
- Fostered a culture of excellence and integrity within the team, contributing to high client satisfaction and repeat business.

#### **Realtor, HoneyBee Real Estate** 2015-2018

- Nominated for Rookie of the Year due to exceptional performance in the first year, demonstrating rapid mastery of real estate sales and client service.
- Built and maintained a robust client portfolio through personalized service and market insight.

#### **Digital Sales Representative, Yellowpages.com** 2012-2015

- Achieved top 5% in sales performance consistently, showcasing superior sales acumen and product knowledge.
- Elected as union team lead, representing colleagues in negotiations, highlighting leadership and advocacy skills.

### TOP SKILLS

---

**Real Estate Market Analysis:** Expertise in evaluating market trends to advise clients accurately and forecast future market movements.

**Sales and Negotiation:** Proven ability to close deals effectively, ensuring beneficial outcomes for all parties involved.

**Digital Marketing:** Skills in utilizing online platforms for property listings, social media marketing, and creating digital campaigns to enhance property visibility.

**Client Relationship Management:** Building and maintaining strong relationships with clients, providing exceptional service and support throughout the buying or selling process.

**Leadership and Team Management:** Experience in leading teams, motivating staff, and managing brokerage operations to achieve collective goals.

**Community Engagement:** Active involvement in community initiatives, demonstrating commitment to social responsibility and local development.

**Conflict Resolution:** Skills in mediating disputes and finding amicable solutions to challenges that arise during real estate transactions.

---

**Statement to Applicants**

---

---

**Profile****Which Boards would you like to apply for?**

---

Board of Equalization and Review: Submitted

Lloyd

First Name

Scher

Last Name

**What other names have you used? (includes, legal names, aliases, maiden names or professional monikers) NOTE: If none, please note N/A**

---

N/A

712unc@gmail.com

Email Address

5331 Strawberry Hill Drive

Home Address

Apt C

Suite or Apt

Charlotte

City

NC

State

28211

Postal Code

Mobile: (704) 506-4020

Primary Phone

Alternate Phone

**What Mecklenburg County District do you live in? Please verify below. \***

---

☒ 5**How long have you been a resident of Mecklenburg County? Please include months, or years.**

---

72 years

**My age range is (please select one): \***

---

☒ Over 55**Ethnicity \***

---

☒ Caucasian/Non-Hispanic**Gender \***

---

☒ Male

---

**Interests & Experiences**

Lloyd Scher



## Education

---

University of North Carolina Majored in Political Science/Sociology 1973-1976 Miami-Dade Junior College  
AA Degree Industrial Relations 1972-1973

L & S Sports and Entertainment

Employer

President

Occupation

## Business and civic experience

---

I have been active in the Charlotte/Mecklenburg area since I was 18 years old. I was appointed to the Bicentennial Committee in 1968. I produced a TV program for 26 weeks on WSOC. I have been honored to have served as Volunteer on the Board of Directors Juvenile Diabetes. I served 8 years on the Mecklenburg Board of Commissions from 1992---2000.I served on the ABC Board of Directors for 2 terms.

## Area of expertise and interests/skills

---

I understand what the position requirements are to support our ABC System. Providing support for our staff. I have strong background in video production, a strong computer background. I have taken part in 15 budgets totaling over 12 Billion Dollars

## Additional Comments

---

It has been my honor to serve the public and I would very much like to serve on the Board I went to CPCC before I wen to Miami-Dade Junior College and UNC. I continue to take special,classes on creative writing class

---

## Additional Information

**If you are or have ever served on a Mecklenburg County board/commission, please answer yes or no. If yes, please disclose the Board and term-end date.**

---

YES. Mecklenburg County Commission 1992-2000 Mecklenburg County ABC Board of Directors 2013-2020

**Why are you interested in serving on the board(s) to which you are applying?**

---

Board of Equalization Review, Library Board, Central Piedmont Community College

**Have you attended a meeting of the advisory board(s) to which you are applying?**

---

☒ Yes ☐ No

**Hours Per Month Available for Position**

---

25 to 30 days

**How did you learn of the vacancy? \***

---

☒ Mecklenburg County Website

**If you answered other - Where did you learn of this vacancy?**

---

My resume will not upload so I cut and paste my resume here. Lloyd Scher Charlotte, NC 28211 • 704-506-4020 • 712unc@gmail.com • Lloyd Scher | LinkedIn.com Public Relations & Communications Specialist A creative and solution-oriented communications professional with a history of success creating marketing initiatives and media relation strategies that bolster the work of reputable organizations. Able to rally cross-functional teams around shared visions for unified messaging that builds community engagement. Highly proficient in forging strong partnerships with public, private, and non-profit organizations while promoting a diverse and inclusive work culture. Areas of Expertise • Program Management • Public & Media Relations • Brand Marketing Initiatives • Video Production Development • Fundraising • Strategic Messaging • Digital Marketing Strategies • Public-Private Partnerships • Youth Engagement • Community Outreach • Grant Program Awards • Market Research & Analysis Professional Experience VIDEO TAPING SERVICES, INC. – Charlotte, NC 1978–2000; 2006–2016 President & Founder Oversaw the development and growth of a successful news monitoring, clipping and production company specializing in a variety of high-quality video segments for local TV stations and national firms. Handled the license and permission authorizations to product sports highlight shows featuring clips from the Atlantic Coast Conference, Southeast and Southern Conference. Hired staff, delegated assignments, and monitored projects to ensure timely completion of all deliverables. Assessed performance and created the policies that aligned employee to internal procedures. Key Achievements: • Directed a youth show giving students an outlet to discuss changes in Charlotte Mecklenburg School System. • Provided all video services for the Atlantic Coast Conference (ACC) tournaments. • Provided services to media outlets during the 1996 Atlanta Olympics. THE EAST CAROLINA BANK – Swan Quarter, NC April 2001–April 2002 Associate Marketing & Public Relations Created and implemented all short- and long-term communication strategies including marketing, promotion, and public relation initiatives. Secured news coverage, coordinated events, and wrote press releases to raise public awareness to bank operations across various media outlets. Investigated and resolved customer complaints to preserve the bank's positive reputation and retain business. Key Achievements: • Produced a TV commercial celebration the 100th anniversary of the Wright Brothers Flight. • Launched a banking program focused on teaching students how to properly save and invest. NORTH CAROLINA COMMERCE DEPARTMENT – Raleigh, NC January 2001–April 2001 Public Information Officer Entrusted with aiding in the promotion and development of the 21st Century Community Program, an initiative designed to bridge members of rural communities with internet companies on solutions for providing faster internet service to remote areas. Set up press conferences to address media outlets on important updates in the department. Key Achievement: • Wrote speeches for Governor Perdue as well as the North Carolina Secretary of Commerce. Education Bachelor of Arts in Political Science & Sociology, University of North Carolina (1976) Associate of Arts in Industrial Relations, Miami-Dade Junior College (1973) Affiliations Appointee, Mecklenburg County, NC Alcohol Beverage Control Board of Directors (2013–2020) Member, Mecklenburg County Commissioner (1992–2000) Awards & Recognitions National Role Model Award, Life Saver Company Highest Award, Order of the Hornet – Mecklenburg County, NC Recipient, Metrolina Native Association – Mecklenburg County, NC Member of the Year, Lion's Club – Mint Hill, NC Martin Luther King Award, Community Service Military Service E-3, United States Air Force – Charlotte, NC National Guard

---

**Disclosure**

**Are you a Mecklenburg County resident?**

---

☒ Yes ☐ No

**Are you a current Mecklenburg County employee?(If you are a current, county employee who is to serve in an ex-officio and/or non-voting capacity on any board when required by law, please email clerk@mecklenburgcountync.gov before submitting an application.)**

---

☐ Yes ☒ No



Mecklenburg County, NC

# Board of Equalization and Review

## Board Details

The Board of Equalization and Review (BER) hears appeals of taxpayers on assessed values and reviews current assessments made by the Tax Assessor.

---

### Overview

- ☐ **Size** 20 Seats
- ☐ **Term Length** 3 Year
- ☐ **Term Limit** 3 Terms

---

### Additional

**Qualifications**

To qualify for appointment as a member, each nominee to the Board shall be of good moral character, shall have resided in Mecklenburg County at least two (2) consecutive years prior to the appointment, shall remain as a resident for the duration of service as a member, shall be knowledgeable of real estate or personal property valuation matters, and shall not have been convicted of a felony. Persons serving must be a resident of Mecklenburg County. Appointed members must attend a minimum of 65% of all scheduled meetings in a calendar year and cannot miss three consecutive meetings. Failure to comply with attendance requirements will result in removal from the advisory board.

**Advisory Board Details**

Appointments are made for three-year terms with no one serving more than three full consecutive terms. The Chairman and Vice-Chairman are designated by the Board of County Commissioners. The time commitment for serving on Board of Equalization and Review is annually. The board convenes in April of each year and Adjourns May of each year. The BER Hearings are typically monthly From June-December of each year. Board members work with the board chairman to choose which hearings dates they would like to serve and the frequency of when they will serve on a hearing panel. In a reval year, because of the volume of appeals, a board member may be requested to serve on a panel potentially twice a month or more. In a non-reval year, because of the low volume of appeals, a board member's participation will not be as frequent.

**Meeting Dates/Times**

Weekly - (Tuesday, Wednesday, Thursday) at 9:00 a.m.

**Meeting Location**

Valerie C. Woodard Center - 3205 Freedom Dr. Charlotte, NC 28202, Suite 3500

**Time Commitment**

Varies

**Stipend**

Yes

Mecklenburg County, NC

## Board of Equalization and Review

### Board Roster

#### Peggy H Peterson

**Partial Term** Sep 06, 2023 - Mar 31, 2025

**Email** peggypeterson@hmproperties.com

**Appointing Authority** BOCC

**Home Phone** Mobile: (704) 904-6279

**Address**

11933 Braid Hills Drive  
Charlotte, NC 28277

#### Zanthia Hastings

**1st Term** Apr 02, 2019 - Mar 31, 2025

**Email** zanhastings@gmail.com

**Appointing Authority** BOCC

**Home Phone** : 7045737892

**Alternate Phone** : 7047376976

**Address**

12511 Cedar Post Ln  
Charlotte, NC 28215

#### Steven M Kessler Jr

**3rd Term** Apr 05, 2016 - Mar 31, 2025

**Email** mikessler@davidson.edu

**Appointing Authority** BOCC

**Home Phone** : 7048963084

**Alternate Phone** : 7043099143

**Address**

230 Catawba Av  
Davidson, NC 23036

#### William B Hawkins

**4th Term** Mar 20, 2012 - Mar 31, 2025

**Email** blainehawkins@carolina.rr.com

**Appointing Authority** BOCC

**Home Phone** Mobile: (704) 516-1228

**Alternate Phone** Home: (704) 365-0500

**Address**

2500 Windsor Crescent Ct  
Charlotte, NC 28226

---

□ **Elijah R Pitman**

**1st Term** Jun 07, 2022 - Mar 31, 2025

**Email** elijahpitman@kw.com

**Appointing Authority** BOCC

**Home Phone** Business: (704) 916-9270

**Alternate Phone** Mobile: (980) 395-2087

**Address**

1136 Whitby Moore St  
Charlotte, NC 28273

---

□ **Kathy Davis**

**1st Term** Jun 06, 2023 - Mar 31, 2026

**Email** kathybatteydavis@gmail.com

**Appointing Authority** BOCC

**Home Phone** Home: (704) 363-8450

**Alternate Phone** Mobile: (704) 363-8450

**Address**

2212 QUEENS RD E  
Charlotte, NC 28207

---

□ **Bailey W Patrick Jr**

**2nd Term** Jun 23, 2020 - Mar 31, 2026

**Email** bwpatrick@mpvre.com

**Appointing Authority** BOCC

**Home Phone** Home: (704) 975-0314

**Alternate Phone** Home: (704) 367-5020

**Address**

2107 Greenway Avenue  
Charlotte, NC 28204

---

□ **Nicholas R Vilord**

**1st Term** Jun 06, 2023 - Mar 31, 2026

**Email** nvilord@aol.com

**Appointing Authority** BOCC

**Home Phone** Home: (704) 366-0689

**Alternate Phone** Home: (704) 626-8318

**Address**

6600 Tuskan Dr  
Charlotte, NC 28270

---

□ **Nobie K Thrasher**

**1st Term** Jun 06, 2023 - Mar 31, 2027

**Email** agentnobiethrasher@gmail.com

**Appointing Authority** BOCC

**Home Phone** Home: (704) 361-4019

**Address**

3130 Campus Ridge Rd  
Matthews, NC 28105

---

□ **George A Munn**

**3rd Term** Nov 07, 2018 - Mar 31, 2027

**Email** george.a.munn@gmail.com

**Appointing Authority** BOCC

**Home Phone** Home: (704) 400-8451

**Alternate Phone** Home: (704) 400-8451

**Address**

6764 Benning Wood Dr  
Charlotte, NC 28270

---

□ **Joyce A Reid**

**3rd Term** Apr 04, 2017 - Mar 31, 2027

**Email** ejr5309@aol.com

**Appointing Authority** BOCC

**Home Phone** Home: (704) 596-3842

**Alternate Phone** Home: (704) 231-3614

**Address**

5309 Dayan Dr  
Charlotte, NC 28216

---

□ **Pamela H Hemphill**

**3rd Term** Nov 07, 2018 - Mar 31, 2027

**Email** pphemphill@aol.com

**Appointing Authority** BOCC

**Home Phone** Home: (704) 535-1644

**Alternate Phone** Home: (908) 343-6535

**Address**

5314 Barrington Dr  
Charlotte, NC 28215

---

□ **Philip Carey**

**1st Term** Jun 07, 2023 - Mar 31, 2027

**Email** phil@carpeproperties.com

**Appointing Authority** BOCC

**Home Phone** Home: (704) 574-4916

**Address**

4728 Gibbons Link Rd  
Charlotte, NC 28269

---

□ **Fela Babb**

**3rd Term** Apr 03, 2018 - Mar 31, 2027

**Email** felababb@gmail.com

**Appointing Authority** BOCC

**Home Phone** : 7049620099

**Alternate Phone** : 7049620099

**Address**

3222 Silver Spur Ct  
Charlotte, NC 28273

---

□

**Barrett Berry**

**3rd Term** Apr 03, 2018 - Mar 31, 2027

**Email** barrettberry@gmail.com

**Appointing Authority** BOCC

**Home Phone** Home: (704) 574-8873

**Alternate Phone** Home: (704) 412-4035

**Address**

4310 Park Road

Unit 304

Charlotte, NC 28209

---

□

**Vacancy**

**Appointing Authority** BOCC

---

□

**Vacancy**

**Appointing Authority** BOCC

---

□

**Vacancy**

**Appointing Authority** BOCC

---

□

**Vacancy**

**Appointing Authority** BOCC

---

□

**Vacancy**

**Appointing Authority** BOCC