



JERRY P. DYER
MAYOR

**NOTIFICATION OF APPOINTMENT BY MAYOR
TO BOARD OR COMMISSION**

TO: City Council
THROUGH: Todd Stermer, City Clerk
BY: Jerry P. Dyer, Mayor

____ Reappointment
 X New Appointment

Name of person replaced: Robert Fuentes

Name: Jacqueline Lyday

Address: [REDACTED]

Phone: [REDACTED]

Appointed to: Planning Commission

Term: Through 6/30/2025

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

Panning Commission: Submitted

Jacqueline

First Name

G

Middle Initial

Lyday

Last Name

[REDACTED]
Email Address[REDACTED]
Home Address[REDACTED]
City[REDACTED]
State[REDACTED]
Postal Code**What district do you live in? ***☒ District 6

Home: [REDACTED]

Primary Phone

[REDACTED]
Alternate Phone**Briefly explain why are you interested in serving on this board or commission?**

Being born and raised in the Central Valley, I would love to serve and be helpful to act as an advisor on a planning and development issues. I would assure the general public's implemented by reviewing development applications on a case by case basis for the improvement of our community.

Educational background, Schools Attended, Degrees and Certifications

My home town was Kerman, CA. After graduating from Kerman, I then moved to Los Angeles & Graduated with a B.A. in Political Science from UCLA. Various jobs where I have gained a wealth of knowledge include; Management/ Human Resources for MAC Cosmetics, Direct Hire Recruiter, Loan officer, & Realtor.

Briefly explain your qualifications or areas of demonstrated expertise for this board or commission.

Born and raised in Kerman, CA, Jacqueline is a Fresno area REALTOR® devoted to serving the needs of real estate buyers and sellers throughout the Central Valley. Jacqueline first obtained her real estate sales license in 2006 and bought her first property at the age of 23. She currently serves as the Treasurer for the Fresno Chapter of the National Association of Hispanic Real Estate Professionals. Through her network of professionals, she is focused on providing the highest level of service and business integrity to her clients. As a first-generation Mexican-American fluent in Spanish, Jacqueline was raised by entrepreneurial parents and spent much of her childhood working for her family's businesses. After graduating from Kerman High School, Jacqueline attended UCLA and earned a B.A. in Political Science. While attending UCLA, Jacqueline worked as an administrative assistant for Commercial Real Estate Agency Dembo and Associates in Beverly Hills, CA, where her passion for real estate flourished. With experience as a Mortgage Loan Originator and working in corporate sales, Jacqueline has developed a multitude of valuable business strategies and a keen eye for detail that set her apart as an exemplary REALTOR®. Jacqueline understands buying or selling any home is an involved, complex process. Putting from her extensive experience as an MLO, she has rare insight and a unique level of expertise pertaining to all aspects of buying and selling. She is proud to have assisted dozens of first-time home buyers and investors through their real estate journeys. As your personal real estate agent, Jacqueline will ensure that your buying or selling experience is both smooth and successful. She promises to offer exceptional service, integrity, and unparalleled professionalism in every step of your real estate transaction. She is committed to offering a refreshing and rewarding home buying and/or selling experience to everyone she has the honor and privilege to work with.

Do you or an immediate family member have any professional or financial relationship that may present a potential conflict of interest for this board, commission or similar body?

☐ Yes ☒ No

Work History

London Properties

Employer

Realtor

Job Title

Work Address

City, State, Zip Code

Provide 3 Personal and Professional References. Provide name, address, and phone number where they may be reached during the day.

Henry Perea,

Patrick Conner,

Aaron Gutierrez

Question applies to multiple boards

I declare under penalty of perjury the above information is true and correct.

☒ Yes ☐ No

Jacqueline G Lyday



JACQUELINE LYDAY

REALTOR
DRE #01773878

OBJECTIVE

To serve my community by becoming an asset to the City of Fresno, CA Planning Commission.

SKILLS & ABILITIES

Spanish Speaking
MAC & PC, Microsoft
Programs, VRS/Time
reporting, Recruiter
Workbench, Desktop
Underwriter, Quick Books,
Social Media Competency

VITALS



EDUCATION

UNIVERSITY OF CALIFORNIA LOS ANGELES (UCLA)

B.A. Political Science

Minor: Human Complex Systems

Kerman High School, Kerman CA

Valedictorian 4.2 GPA, Born & raised in Kerman, CA

EXPERIENCE

LONDON PROPERTIES, FRESNO CA

REALTOR: 2018 - PRESENT

- Top Producing agent experienced in all facets of Real-estate
- 09/22 Expert agent featured in HGTV "My Lottery Dream Home"
- 2021 CA Rising Star Award Recipient
- 2021 Top 250 National Latino Realtors National Association of Hispanic Real Estate Professionals
- California MLS, Fresno MLS, Kings County MLS
- Public Speaking Events (Speaker)
 - "Zero to Wealth" 11/2021 Los Angeles, CA
 - "Power In Lipstick" 04/2022 Fresno, CA
 - "Latinas Built Different & Build Businesses" 07/2022

ULTIMATE & SPHERION STAFFING, FRESNO CA

2015 – 2018

- Business Solutions Manager
- Direct Hire Recruiter
- 2015 Generated +185% FY Sales
- Territory Fresno, Visalia, & Bakersfield

ALTERRA HOME LOANS, FRESNO CA

LOAN OFFICER 2013 - 2018

- Financing of Residential Properties
 - Types of Loans: City of Fresno Down Payment Assistance, CALHFA, USDA, FHA, VA, JUMBO, SELLER FINANCING, HARD MONEY LOANS

COMMUNICATION

- Confident, articulate, and professional speaking abilities and experience.
- Excellent Presentation and Negotiation skills.
- Active listener who will ask & answer questions by providing examples and hypothetical scenarios.
- Respecting others points of views through engagement & interest.

REFERENCES

LONDON PROPERTIES, FRESNO CA

PRESIDENT PATRICK CONNER

