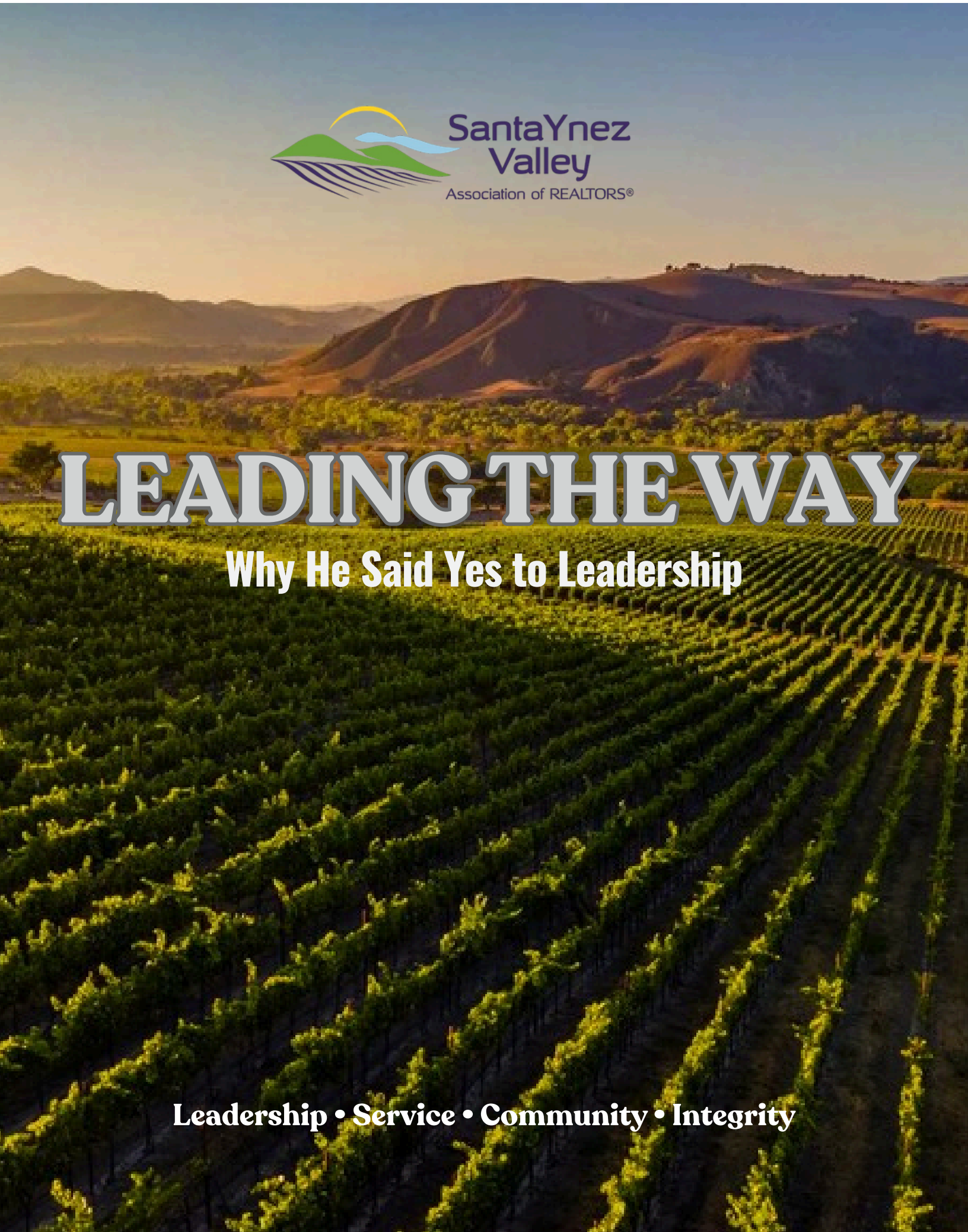

SantaYnez
Valley
Association of REALTORS®
LEADING THE WAY
Why He Said Yes to Leadership
Leadership • Service • Community • Integrity

LEADING THE WAY

Why He Said Yes to Leadership

LEADING WITH PURPOSE & INTEGRITY

Few people embody the spirit of the Santa Ynez Valley quite like Micah Brady. A lifelong resident and second-generation real estate professional, Micah has built his career on integrity, honest communication, and a genuine commitment to serving others. Since entering the real estate profession in 1996, he has guided buyers and sellers through thousands of transactions while earning the trust and respect of clients, colleagues, and neighbors throughout the valley.

Known for his collaborative leadership style and willingness to lend a hand, Micah believes success is built through relationships, service, and leading by example. Those qualities have made him not only a respected REALTOR®, but also a trusted leader within the local real estate community.

Micah's passion for service extends far beyond real estate. His leadership journey with the Santa Ynez Valley Association of REALTORS® began when he first served as Association President in 2004. Today, as the Association's current President, he continues to champion collaboration, professionalism, and community involvement while helping guide the organization forward. A Santa Ynez Valley High School alumnus, Micah remains deeply committed to giving back to the community he proudly calls home through his support of local organizations, including People Helping People and Friendship House, as well as scholarship opportunities for local Santa Ynez Valley High School students.

For Micah, leadership isn't about titles - it's about service. Whether mentoring fellow REALTORS®, advocating for members, or helping guide the Association's future, he approaches every opportunity with the same philosophy: show up, work hard, and lead with integrity.

"You'll be surprised at what you can achieve by taking things one step at a time and trusting yourself and the journey."

2025-2026 PRESIDENT

MICAH BRADY

LEADERSHIP THAT INSPIRES INVOLVEMENT

1.What made you say "yes" to leadership within the Association?

We'd love to hear what inspired you to get involved beyond just selling real estate. Was there a moment, mentor, or experience that pushed you toward leadership and service within the industry?

When I first started in the business, I looked at the landscape and saw that all the top-performing, successful agents in Santa Ynez Valley were on the Association board. Back then, I had no idea what I was doing (and maybe still don't!), but I knew it would be smart to follow their lead and learn from them. They were the leaders, and I followed. For me, being a leader is something I strive for every day, a habit I'm always working on. Just keep putting in the effort and keep doing it.

2. How do you balance family, business, and volunteer leadership roles?

Being involved takes time and commitment. How do you manage the demands of business ownership, family life, and serving the REALTOR® community while still staying grounded and present?

That's an easy question. There is no balance. I love the "I want to go into real estate so I can be my own boss, create my own hours" comment. Being in this business is all about being ALL IN, and your family is a big part of that. It's all-encompassing. I'm incredibly fortunate to have an unbelievably supportive wife, kids, and parents who understand and support this. If you have that, the rest is easy because I can fully commit to my work and leadership roles.

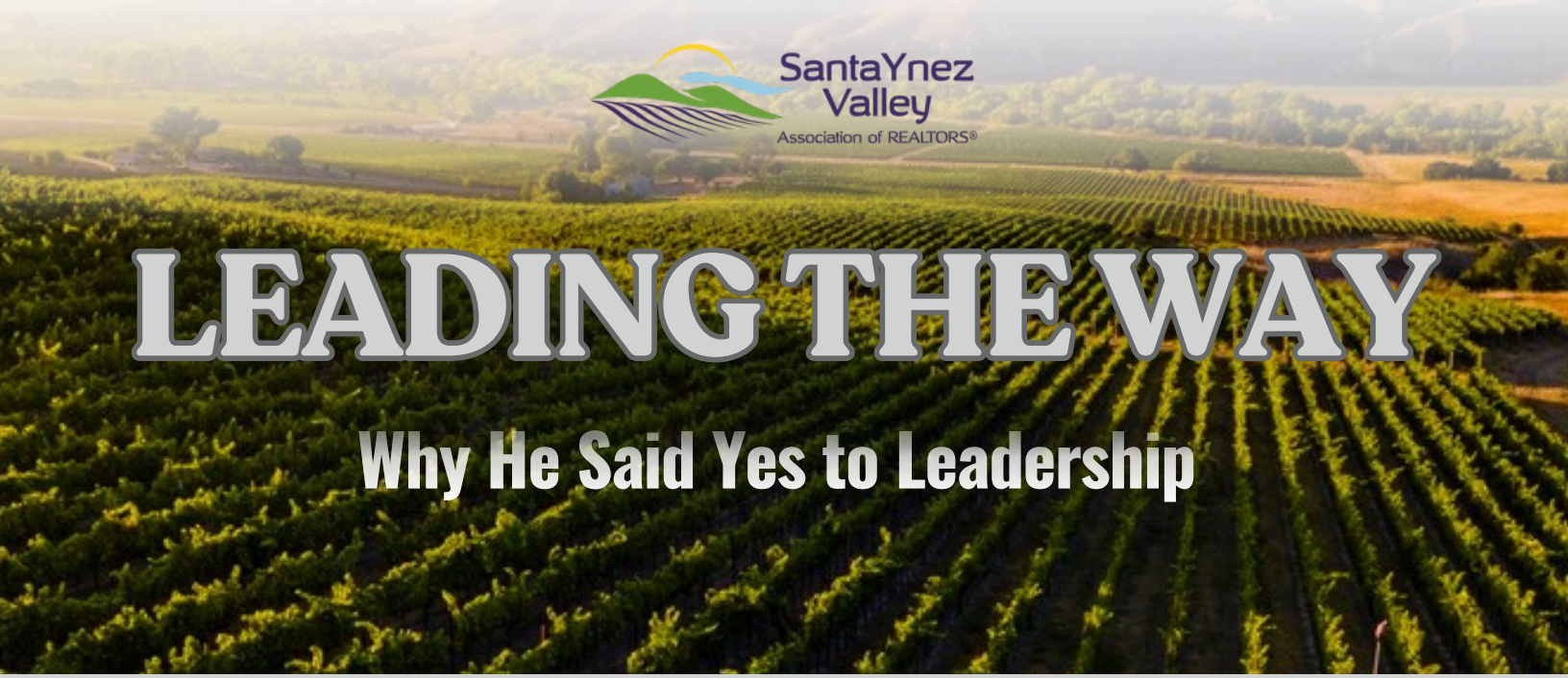
3. What has been the most rewarding part of serving in a leadership role?

Whether it's advocating for members, helping shape the future of the industry, or building stronger relationships within the community — what has stood out most to you during your time in leadership?

I truly believe in the SYV. I think the Association adds value and benefits our local agents, and it's been a rewarding experience to be able to contribute to that. An additional great reward for me has been the personal relationships I've built with the other Board members. We all bring something valuable to the table, and I've learned so much from them, hoping they've learned from me too. We're all better for it, and our business is better for it.

4. What advice would you give to someone who is hesitant to get involved?

Many members feel "too busy" or unsure if they have something to contribute. What would you say to encourage someone to volunteer, join a committee, or step into a leadership position for the first time?



LEADING THE WAY

Why He Said Yes to Leadership

SHOWING UP, SERVING WELL, LEADING FORWARD

Getting involved can really help you and your business grow! Don't let anything hold you back. Maybe that's what's keeping you from reaching your full potential? You'll be surprised at what you can achieve by taking things one step at a time, and just trust in yourself and the journey.

5. What do you hope members and the community remember about your leadership?

When your time in leadership eventually comes full circle, what impact do you hope you've made on the Association, the industry, and the local REALTOR® community?

My oldest daughter just graduated from college! When she left four years ago, I told her that the most important thing to succeed was to just show up to class. So, I hope everyone remembers that I worked hard with integrity and that I always showed up.

"I worked hard with integrity, and I always showed up."
— Micah Brady

The Brady Group

"One of the things I admire most about Micah is his ability to see the silver lining in every situation. No matter the challenge, he believes there's always a solution and a light at the end of the tunnel. And through it all, he brings a great sense of humor."
— Brenda Cloud, The Brady Group

Meet The Bradys

"I looked around and saw that all the top-performing agents were serving on the Association Board. They were the leaders, and I followed."

LEADERSHIP IN THEIR WORDS

“Micah’s leadership style is all about leading by example. He shows new leaders what it takes to serve and sets expectations through his own actions. He would never ask someone to do something he hasn’t done himself. We are fortunate to have his leadership and guidance.”
— Bob Jennings, Berkshire Hathaway HomeServices, Director, Santa Ynez Valley Association of REALTORS® Board of Directors

Every leader's journey starts with saying "yes" to an opportunity to serve. Micah's story is a great example of the impact one person can have when they choose to get involved and give back to their profession and community.
If you'd like to learn more about Micah's journey, explore leadership opportunities within the Association, or find ways to get involved, we'd love to hear from you. Follow us on social media, stay connected, and watch for future Leading the Way features as we continue sharing the stories of the volunteers and leaders who make our Association strong.

"Micah gets along well with everyone and has a good vision for the Association. He's calm, effective, experienced, and has kept things running smoothly through change while staying focused on efficiency."
— Allan Jones, Past President and Director

The Mission of the Santa Ynez Valley Association of REALTORS® is to enhance its member's ability to conduct their business within the framework of the local community, with integrity, competence and the highest degree of professionalism.

Engage & Educate Member Services Community Outreach Advocate

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