



DENVER METRO
ASSOCIATION OF REALTORS®

ANNUAL REPORT

2024

From the President

A message from Mike Bruce, DMAR President:

As we reflect on 2024, I am filled with immense pride in what we've accomplished together as an Association. This past year has been one of innovation, recognition and community impact—a testament to the strength and dedication of our members, staff and leadership.

We celebrated numerous achievements within our community, with many DMAR members earning well-deserved accolades. Among the highlights, three of our members were honored in the 2024 Leadership Rankings, the Power 200. Congratulations to Chad Ochsner, Scott Webber and Stacie Staub for their influential contributions to our industry. Our own CEO Brendan Bailey and DMAR member Piper Knoll joined the prestigious CAR Hall of Fame, demonstrating extraordinary commitment to safeguarding our profession and homeownership rights. These, along with many other awards and recognitions, remind us of the caliber of talent and leadership within DMAR.

This year also marked the launch of several exciting initiatives designed to elevate our members and our Association. The debut of the DMAR Leadership Academy was a significant milestone, providing a transformative journey to cultivate the next generation of visionary leaders. The inaugural class has been selected and their program will begin January 2026. Additionally, we introduced the Social Media Impact Award at the 2024 DMAR Excellence Awards to celebrate the power of digital connection in real estate, with Kelsea Imanuel earning the inaugural honor.

On the technology front, we forged a partnership with DOAudioTours™, bringing cutting-edge AI tools to enhance property listings, and unveiled a beautifully revamped DMAR website, designed to improve usability and accessibility for our members. These advancements reflect our ongoing commitment to innovation and staying at the forefront of the industry.

Our dedication to community engagement has been equally inspiring. Through initiatives like the Chili Cook-Off for a Cause, DMAR Rock-and-Bowl and our ongoing support of DMAR Gives, we raised critical funds to improve housing accessibility and build stronger neighborhoods. Together, we contributed nearly \$15,000 to vital causes, embodying the spirit of service that defines DMAR.

None of this would have been possible without the steadfast leadership of our Board of Directors, whose vision and guidance have paved the way for our collective success. I extend my deepest gratitude to each of the following Board members for their contributions:

2024 - 2025 Board of Directors

Mike Bruce, President
Lisa Nguyen, President-Elect
Sarah Futa, Treasurer
Jen Routon, Immediate Past President
Kate Baldwin Wenzel
Ryan Carter
John Chapman
Charles Coleman
Malisa Eakins
Kendra Lanterman

Chris McGrath
Dyllan Nguyen
Stephany Overmyer
Shari Peck
Carrol Rhead
Shyla Rogers
Fabiola Roll
Ben Slingsby
Cooper Thayer
Jeff Zoerb

As we close out 2024, let us celebrate our accomplishments while looking ahead to the opportunities of tomorrow. Together, we will continue to innovate, inspire and lead our industry forward. Thank you for your unwavering commitment to DMAR and to the communities we serve.



With gratitude,

Mike Bruce

Mike Bruce | 2024-2025 DMAR President

2024 Highlights

BY THE NUMBERS

- **760 NEW Realtor® members.**
- **120 NEW Industry Partners.**
- **16,500+ social media followers** across Facebook, Instagram, LinkedIn and YouTube.
- **150+ classes offered**, totaling **560 hours of CE credits.**
- **16 free classes**, providing **48 hours of CE credits.**
- **30 events**, including **18 free events.**

NEW THIS YEAR

- DMAR's 2023-204 President **Jen Routon** debuted in **HousingWire** with her article, *"2024 Is Not the Year to Cut Corners on Staging—Here's Why."*
- Introduced the **Social Media Impact Award** at the 2024 Excellence Awards.
- Launched the **DMAR Leadership Academy**, a 10-month program cultivating future Association leaders.
- Partnered with **DOAudioTours™**, providing cutting-edge, AI-generated, multilingual property tours.
- Rolled out an **updated website** in May with a sleek new homepage, improved menu bar and mobile optimization.
- Welcomed three new staff members: **Kelsey, Natalie and Chris.**
- DMAR CEO **Brendan Bailey** was honored as a **2024 Smith Society Inductee**, recognizing his leadership and contributions to the industry.

ADVOCACY

- **\$131,846 raised for RPAC.**
- **40 major investors.**
- Raised over **\$11,500** for RPAC at the 2024 DMAR Excellence Awards.
- Successfully endorsed **9 out of 10 candidates** and **2 out of 3 issues** in the 2024 election.
- **Dancing with the Stars: Realtor® Edition** raised nearly **\$30,000** for RPAC with a sold-out crowd.

GIVING BACK

- Hosted **two Chili Cook-Offs** raising over **\$2,400** for DMAR Gives.
- **Raised \$10,000** for **Extreme Community Makeover (ECM).**
- Our first-ever **DMAR Rock-and-Bowl** fundraiser brought in nearly **\$6,000** for DMAR Gives.

MEDIA EXPOSURE

- **1,200+ media mentions** across **118 local and national publications and broadcasts**—our biggest media year yet (up 50% from 2023!).
- Generated **\$17.7 million in earned media** from **1.7 billion impressions.**
- **15 DMAR members** featured in the media, with a notable uptick in TV and radio segments.
- Featured in outlets like the **Associated Press, Better Homes & Gardens, Business Insider, Colorado Public Radio, The New York Times, US News & World Report** and **The Wall Street Journal.**

Advocacy

DMAR's Government Affairs Committee (GAC) has been deeply engaged in advocating for policies and candidates that support the real estate industry and address pressing housing and property rights issues in the Denver Metro area. Below is a summary of our key accomplishments and ongoing initiatives.

ELECTION SUCCESS

To strengthen DMAR's influence and protect member interests, the Association endorsed nine candidates – four incumbents and five for open seats – who won their races in the November 2024 elections. These candidates were rigorously vetted for their voting records, alignment with industry priorities and strong support for Realtor® issues:

Open Seat Endorsements

- ✔ Julie Mullica – Adams County Commissioner, District 1
- ✔ Kathy Henson - Adams County Commissioner, District 2
- ✔ Kevin Van Winkle – Douglas County Commissioner, District 3
- ✔ Rachel Zenzinger – Jefferson County Commissioner, District 1
- ✔ Joshua Rivero – Mayor of Parker

Friendly Incumbent Endorsements

- ✔ Lynn Baca – Adams County Commissioner, District 5
- ✔ Andy Kerr – Jefferson County Commissioner, District 2
- ✔ John Diak – Parker Town Council (At-Large)
- ✔ Todd Hendreks – Parker Town Council (At-Large)

Issue Endorsements

DMAR also endorsed key ballot measures aimed at addressing housing and critical infrastructure challenges.

- ✔ Denver Health Sales Tax Measure | DMAR supported a 0.34 percent sales tax increase projected to generate \$70 million annually for Denver Health. This funding addresses budget shortfalls caused by uncompensated care, supporting critical services such as emergency, pediatric, primary and mental health care, as well as recovery support.
- ✔ South Adams County Water (SACW) & Sanitation District – TABOR de-Brucing | DMAR backed the SACW de-Brucing measure, enabling the utility to accept state grants for water infrastructure improvements without TABOR restrictions. This measure prevents costly rate increases for residents by allowing state funding to cover future projects.

ONGOING ADVOCACY EFFORTS

Challenging Lakewood's Anti-Growth Initiative

DMAR is actively supporting a legal challenge to Lakewood's "Save Open Space" measure, which serves as a de facto anti-growth policy. This initiative conflicts with recently enacted state laws and threatens to:

- Reduce housing stock, exacerbating availability challenges.
- Increase affordability issues in an already strained market.
- Hinder Lakewood's ability to meet the housing needs of its growing population.
- Restrict opportunities for first-time buyers and residents seeking to upsize or downsize.

DMAR's contribution to this legal challenge aims to preserve policies that promote responsible development and housing growth.

Improving Denver's Affordable Homeownership Program

DMAR has worked with Denver's Office of Housing Stability (HOST) since 2019 to enhance the Affordable Homeownership Program. Despite delays caused by COVID-19, significant changes were achieved in 2024:

- Elimination of the 35 Percent Front-End Ratio: Previously, a rigid 35 percent debt-to-income ratio prevented many buyers from qualifying. DMAR successfully advocated for updated lending criteria to remove this barrier.
- Expanded Benefits for Buyers and Sellers: The changes have increased the pool of eligible buyers, facilitating more homeownership opportunities while improving marketability for program participants selling their homes.

GAC's proactive approach to candidate endorsements, policy advocacy and community engagement continues to advance DMAR's mission to protect property rights, improve housing accessibility and foster a robust real estate market. These accomplishments reflect our unwavering commitment to our members and the broader community.

DMAR Recognition Awards

DMAR congratulates the following members who were recognized for their service and commitment to the Association and industry at-large.



Oliver Frasca Lifetime Achievement Award

2023 Recipient: Larry Hotz



Broker Manager of the Year

2023 Recipient: Bailey Dolian



Realtor® of the Year

2024 Recipient: Libby Levinson-Katz



Industry Partner of the Year

2024 Recipient: Brenna Harper



Rookie of the Year

2024 Recipient: Shelby Richardson



Support Person of the Year

2024 Recipient: Grettel Barrios



Community Service Award

2024 Recipient: Live.Laugh.Denver.



Pathways Award

2024 Recipient: Fumnanya Camara



Pathways Award

2024 Recipient: Olivia Kunevicius



Social Media Impact Award

2024 Recipient: Kelsea Imanuel

2023 - 2025 Strategic Plan

We continued to find new ways to fulfill all aspects of our Association's Strategic Plan in 2024, upholding our commitment to provide the ideal environment for member success.

Our Mission

DMAR is the Voice of Real Estate® in the Denver Metro Area. We are advocates, educators and industry leaders for Realtors® and our communities.

Our Values

Service Excellence | Professionalism | Diversity | Integrity | Forward-thinking

Our Strategic Plan



ELEVATE

DMAR raises professionalism through ethics, education and professional standards.



ADVOCATE

DMAR is the voice of real estate in the Denver region protecting and influencing property rights policy and access to housing for all.



SUCCEED

DMAR supports the success of its members and is essential to all stages of their careers.



PROMOTE

DMAR promotes its real estate voice through market trends, public relations and community service.



GROW

DMAR continues its growth through leadership outreach, shared resources and strategic expansion.

From the CEO

Dear DMAR Members,

As I reflect on the past year, I want to express my heartfelt gratitude for your resilience, adaptability and unwavering commitment to DMAR and our Realtor® family during a time of significant change. At DMAR, we understand that navigating the ever-evolving real estate landscape requires dedication and a strong support network—and we are here to support you every step of the way.

2024 was a year of transformation, growth and innovation. Together, we faced challenges head-on, celebrated successes and worked tirelessly to find solutions that propel us forward. Now more than ever, unity within our community is critical to our collective success. DMAR remains steadfast in our mission to provide the resources, education and advocacy you need to thrive.

Looking ahead to 2025, I am excited to share that it will be a year focused entirely on you—our valued members. Every initiative, event and program we've planned is designed to enhance your success and elevate your business.

From new member-centric tools and expanded networking opportunities to cutting-edge training and robust advocacy efforts, our goal is to empower you to reach even greater heights.

As the real estate market continues to evolve, we are reminded that our greatest strength lies in collaboration. Together, we can overcome challenges, seize opportunities and shape a bright future for our industry.

I also want to extend my deepest gratitude to our Board of Directors for their steadfast leadership and to our staff for their dedication to serving our members. Most importantly, thank you—our members—for your trust in DMAR as your partner in success.

It is an honor to have you as part of the DMAR community, and we are eager to embark on another impactful year with you.

Here's to a successful, inspiring and transformative 2025!



Warm Regards,

Brendan Bailey

Brendan Bailey | DMAR CEO



THANK YOU
for your membership