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FOR IMMEDIATE RELEASE

Sarah Goode of Denver Metro Association of REALTORS® Named As a Winner of 2020 HousingWire Magazine Insider Award

DMAR's Director of Marketing & Communications wins prestigious national industry award for COVID-19 efforts

DENVER, Colo. – September 1, 2020 – [Denver Metro Association of REALTORS®](#) Director of Marketing & Communications Sarah Goode is named as a winner of the national 2020 HousingWire Magazine's Insider award for her communications and marketing strategy when COVID-19 first affected the economy across the US this past spring. Goode is credited in quickly refocusing DMAR's marketing-communications strategy to prioritize timely and relevant information for dissemination to its 7,000+ members and effectively thousands of homebuyers and sellers throughout the 11-County metro-Denver area.

Efforts led by Goode included creating a [COVID-19 Portal](#) landing page on DMAR's website, which acted as a real-time information communications hub and became the most visited page in March and April 2020 for the Association; redesigning the weekly Digest e-newsletter to include a dedicated COVID-19 section highlighting news articles and a "We're Still Here for You" feature on how members can access DMAR resources; creating and producing a Q&A style Virtual Presentation series with DMAR Chairman of the Board Euan Graham with prominent industry leaders and guests; managed the internal production and external distribution to media of the Special COVID-19 Market Trends Reports in March, April, May and June; and so much more.

Additionally, Sarah spearheaded an Association fundraiser raising \$9,654 for homelessness-fighting nonprofit HomeAid Colorado in May 2020.

"We are so thankful for Sarah's dedication and service to our members," said Ann Turner, CEO of DMAR. "As so many of our members and staff already know, Sarah deserves this distinguished award for her diligence and hard work in keeping the entire Association community apprised of often minute-by-minute updates and public health guidance affecting members, their real estate business operations and effectually the thousands of homebuyer and seller clients these Realtor-members represent."

"The time-sensitive COVID-19 marketing and communications updates led by Sarah were critical to keeping our members informed of direct impacts to their business and clients stemming from the COVID-19 shutdowns," stated Euan Graham, Chairman of the Board for DMAR. "Helping our members navigate through this unprecedented time was our number one priority and Sarah played an essential role to fulfill on our commitment to them."

Editorial staff chose Sarah Goode as a 2020 [HousingWire Insider](#). It was a very competitive field this year and only 50 winners were selected across the nation. Goode is featured in the September issue of HousingWire Magazine.

To learn more about DMAR, please visit DMAREaltors.com.

About Denver Metro Association of REALTORS®

Denver Metro Association of REALTORS® (DMAR), *The Voice of Real Estate® in the Denver metro area*, is a membership-based organization comprised of over 7,000 real estate professionals in the Denver metropolitan area. The association offers continuing education, advocacy for the real estate community, and is a resource for industry news and market statistics. DMAR produces a monthly market trends report which provides trends, analysis, and insights to data sourced by REcolorado® for the Denver-area housing market. For more information, visit www.dmarealtors.com or call (303) 756-0553.

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