



**FOR PUBLIC RELEASE - APRIL 19, 2023**

**Denver Metro Association of Realtors® (DMAR) Announces New Partnership with Shaker**  
*The partnership will include a one-time 20 percent discount for DMAR members when they sign up to use the real estate workflow management software*

**DENVER – APRIL X, 2023** – [Denver Metro Association of Realtors®](#) (DMAR) - an organization comprised of over 8,000 real estate professionals and *The Voice of Real Estate® in the Denver Metro area*, today announced its partnership with [Shaker](#), a collaborative productivity and workflow management solution for real estate teams. Shaker enables teams to manage day-to-day tasks and deadlines and elevate client communication while maintaining brand and service consistency.

As a part of this partnership, DMAR members will receive a 20 percent discount off their first payment, annual or monthly, when they mention the code “DMAR20”. With Shaker, DMAR members will be able to manage listings and transactions, automate tasks and deadlines, elevate client communication, analyze team performance, sync documents, and more.

"We're thrilled to partner with Shaker to offer our members an innovative solution for managing their day-to-day tasks and workflows," said [Amy Davies](#), interim CEO of DMAR. "DMAR members will now have access to a platform that saves them hours per week, boosts team performance, and drives more referrals."

Shaker's client portal ensures a boutique experience with consistent communication, keeping DMAR members top of mind for the long haul. Collaborative deal and pipeline views keep team leads, agents, coordinators, and assistants on the same page every step of the way. With the ability to set goals, monitor KPIs, and conduct data-driven agent coaching, Shaker fuels team growth for organizations like DMAR who are committed to providing education, resources, and advocacy to members and fostering ethical and professional conduct in the real estate industry.

“We’ve been able to develop a great relationship with DMAR over the last year or so,”, stated Chris Lucas, CEO of Shaker. “They are a progressive, tech-forward Association and we look forward to offering our platform to their membership.”

Shaker was recently named one of the Top 200 Tech Tools by T3 Sixty, a real estate specific consulting group, further enhancing its place as one of the top transaction and project management platforms in residential real estate.

For more information on DMAR and its partnership with Shaker, please visit [dmarealtors.com](https://dmarealtors.com). Follow the latest updates from the Denver Metro Association of Realtors® on [Twitter](#) and [Facebook](#).

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**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 8,000 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](http://www.dmarealtors.com) or call (303) 756-0553.

**About Shaker**

Shaker, headquartered in Indianapolis, IN, is a collaborative transaction management and collaboration platform. It is the first platform built exclusively for real estate teams that helps streamline and enhance the entire home buying & selling process from first meet to lasting client relationships. Amongst transaction management and productivity benchmarks, Shaker's software provides a simple, transparent communication platform that brings clients into conversations like never before, jumpstarting a referral engine that propels agents and teams to achieve greater success.

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