



**DENVER METRO**  
ASSOCIATION OF REALTORS®

# 2022/2023 PRESS KIT





## **DENVER METRO**

ASSOCIATION OF REALTORS®

Dear Journalist:

It is a pleasure to introduce you to the Denver Metro Association of Realtors® (DMAR), one of the nation's leading Realtor® organizations and The Voice of Real Estate® in the Denver metro area. DMAR is a 501(c)(6) nonprofit organization, and the largest local Realtor® Association in Colorado, with over 8,000 Realtor® members across the Denver metro area.

Together, President of the Board Jessica Reinhardt and CEO Brendan Bailey bring more than 30 years of executive and entrepreneurial leadership to DMAR.

The Association continues to be a trusted resource for the local and national media, offering:

- Insight into the residential real estate industry and metro Denver's growth
- Market knowledge through its nationally recognized Denver Metro Real Estate Market Trends Report published monthly
- Perspective on:
  - Residential real estate market data in the Denver Metro area
  - Buyer and seller insights, tips and transactional processes
  - Real estate legislation and regulation
  - Investors; cash buyers; "fix and flips"
  - How changes in the mortgage industry impact the market
  - The constantly evolving role that technology plays in the real estate industry
  - How Denver compares to markets across the nation
  - Denver neighborhood insights

I look forward to sharing DMAR's expert perspective on relevant real estate topics, trends, features and bylined articles. I am happy to set up an interview with Jessica Reinhardt, Brendan Bailey and/or Realtor® and Affiliate members of DMAR that may be a resource to you.

Thank you in advance for your time and consideration.

Sincerely,  
Lindsey Hall  
Decibel Blue Creative Marketing & PR  
On Behalf of DMAR  
(817) 395-3491  
lindsey@decibelblue.com



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SPOKESPEOPLE



## SPOKESPERSON

### Jessica Reinhardt 2022-2023 President of the Board

As the 2022-2023 President of the Denver Metro Association of Realtors®, Jessica's role combines her passions for serving clients as a Realtor® and her love of volunteering and giving back to her community. A proud Denver native and second generation Realtor®, Jessica has been with RE/MAX Alliance for almost two decades; her top priority is ensuring that clients are knowledgeable, confident and have a clear understanding throughout the process of buying and selling a home.

Jessica works in Metro Denver, emphasizing the South Metro area where she has lived her entire life, raised her family and obtained extensive knowledge of the communities and schools. She finds fulfillment in being involved in her community and giving back, having been heavily involved in several non-profits for years. Following her love for swimming and charitable work, Jessica currently serves as event Co-Director of Swim Across America—Denver, a local non-profit that supports pediatric cancer research at Children's Hospital Colorado.



## SPOKESPERSON



### **Brendan Bailey** **Chief Executive Officer**

Brendan brings nearly a decade of experience to his role as CEO of DMAR. Graduating from the University of Mary Washington, Brendan's path led him through Washington, D.C. and North Carolina in various advocacy roles. His journey included a pivotal role as a Legislative Assistant to a North Carolina House Representative, where he honed his skills in navigating the complex world of policy and representation.

Brendan previously spent five years at the helm of the Realtor® Association of Pioneer Valley (RAPV) in Springfield, MA, where his visionary leadership ushered in national recognition through his unwavering dedication to Association advocacy and community engagement. Notably, Brendan played an instrumental role in Kevin Sears' campaign, NAR's First Vice President of 2023, showcasing his ability to inspire and lead even at the highest ranks. Before his tenure at RAPV, he served as the chief operating officer of the Raleigh Regional Association of Realtors® (RRAR) in Cary, NC. During his five-year tenure there, he transformed RRAR into a symbol of excellence in programming and advocacy.

His impact isn't limited to the local scene; Brendan's prowess earned him a seat as the 2023 Vice Chair of NAR's Association Executives (AE) Institute Advisory Board. He's also a Golden R President's Circle RPAC Investor, a distinction that underscores his commitment to driving positive change in the industry. Furthermore, Brendan's dedication and leadership earned him the prestigious 2019 NAR AE Leaders of Tomorrow Young Professional Award. Reflecting on his journey, Brendan states, "When I began in the Realtor® world, I knew I had found home. As an industry, we fight for private property rights and equal access to housing for all, and I could not be prouder to represent this mission every day."

Hailing from Durham, NC, Brendan married his college sweetheart, MK. Together they enjoy outdoor activities, cooking, finding new restaurants and spending time with their yellow lab, Stella, and their cat, Neko.





## Additional Spokespeople

Jessica Reinhardt, RE/MAX Alliance Parker  
President

Jen Routon, The Agency  
President-Elect

Mike Bruce, Keller Williams Realty Downtown  
Treasurer

Milford Adams, Lyons Realty Group, LLC  
Immediate Past President

## Market Trends Committee Spokespeople:

Libby Levinson  
Committee Chair

Amanda Snitker  
Committee Vice Chair

Andrew Abrams  
Committee Immediate Past Chair

Colleen Covell  
Committee Member

Keri Duffy  
Committee Member

Steve Danyliw  
Committee Member

Nick DiPasquale  
Committee Member

Will Maline  
Committee Member

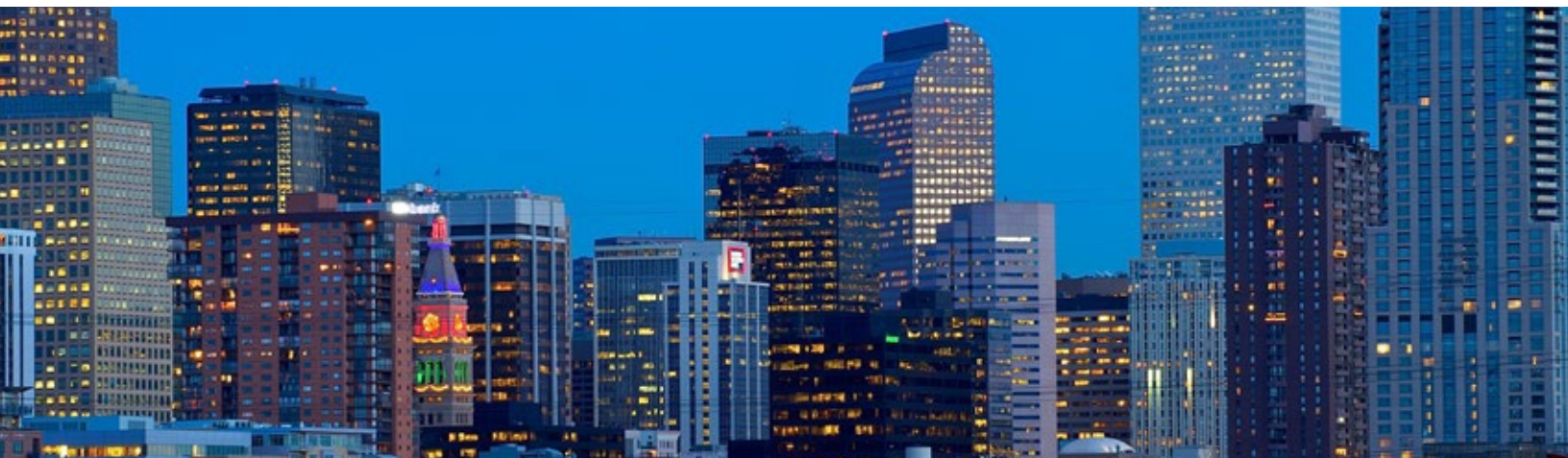
Christina Ray  
Committee Member

Jessica Reinhardt  
Committee Member

Nicole Rueth  
Mortgage Expert and Committee Member

Michelle Schwinghammer  
Committee Member

Susan Thayer  
Committee Member



A photograph of the Denver skyline, featuring several tall skyscrapers and construction cranes, viewed from a distance. In the foreground, there is a lush green park with many trees. A large, solid green triangle is overlaid on the bottom left of the image, pointing towards the center. The text "BOARD OF DIRECTORS" is written in white, uppercase letters within this green triangle.

## BOARD OF DIRECTORS



## THE 2022-2023 BOARD OF DIRECTORS ARE AS FOLLOWS:

- DMAR President: Jessica Reinhardt, RE/MAX Alliance Parker
- DMAR President-Elect: Jen Routon, The Agency
- DMAR Treasurer: Mike Bruce, Keller Williams Realty Downtown
- DMAR Immediate Past President: Milford Adams, Lyons Realty Group, LLC
- DMAR Director: John Ball, Distinct Real Estate
- DMAR Director: Bailey Dolian, RE/MAX of Cherry Creek Inc.
- DMAR Director: Tyler Draheim, Coldwell Banker Realty
- DMAR Director: Keri Duffy, Kentwood Real Estate Cherry Creek
- DMAR Director: Malisa Eakins, West + Main Homes
- DMAR Director: Sarah Gallegos, Keller Williams Realty Urban Elite
- DMAR Director: Brenna Harper, Land Title Guarantee Company
- DMAR Director: Amy Hulse, Kentwood Real Estate Cherry Creek
- DMAR Director: Neymar Lopez, Compass
- DMAR Director: Chris McGrath, Chris McGrath Broker
- DMAR Director: Lisa Nguyen, RE/MAX Professionals
- DMAR Director: Shari Peck, Madison & Company Properties
- DMAR Director: Sarah Phillips, Compass
- DMAR Director: Shyla Rogers, LIV Sotheby's International Realty
- DMAR Director: Michelle Schwinghammer, RE/MAX Alliance Arvada
- DMAR Director: David Walsh, CENTURY 21 Bear Facts Realty





FACT SHEET



### Who

DMAR is a membership-based organization comprised of over 8,000 real estate professionals in the Denver metropolitan area and The Voice of Real Estate® in the Denver metro area. DMAR functions alongside the Colorado Association of Realtors® and National Association of Realtors®. DMAR's areas of expertise include insight into the residential real estate industry and metro Denver's growth, as well as extensive market knowledge; publishing a nationally recognized monthly DMAR Market Trends Report.

### What

In exchange for annual dues, the organization provides members with the following:

- Realtor® Designation: only members of a local Association can use the Realtor® trademark and benefits
- Education and Programming: over 200 classes and events per year featuring local experts, nationally-recognized speakers and top influencers
- Signature Events: the Denver Metro Association of Realtors® Excellence Awards attracts over 800 attendees annually
- Dedicated Advocacy: DMAR has a strong voice in the real estate industry and community on a local, state and national level
- Relevant news and tools to help members stay up-to-date with industry news
- Comprehensive market statistics and valuable insights

### When

DMAR was formed on August 18, 2011 when the North Metro Denver Realtor® Association, the Jefferson County Association of Realtors® and the Denver Board of Realtors® voted to merge. In September 2016, DMAR announced its latest merger with the Douglas Elbert Realtor® Association.

### Where

DMAR has two office locations and is headquartered in an optimal, prime location adjacent to major arteries - I-25 and 225 - for easy access from all directions with a second office located in Westminster.

### Why

Denver's real estate market is one of the fastest growing in the nation. DMAR's goal is to enable its members and the real estate community at-large.



EDITORIAL



# THE DENVER POST

Metro Denver's housing market ran cool in July, with closings off 16.3% from June and price gains showing signs of flatlining, according to a [monthly update from the Denver Metro Association of Realtors](#).

The number of homes and condos sold fell from 4,395 in June to 3,677 in July. Over the year, sales are down 18.5% as higher mortgage rates reduce affordability for would-be buyers.

New listings also remain off substantially, down 15.3% month-over-month and nearly 25% over the past year. Sellers holding low mortgage rates, many below 3.5% on a 30-year loan, are hesitant to list their properties and borrow at rates of around 7%, a [phenomenon known as the "golden handcuffs."](#)

More sellers who do list are having to provide buyers with concessions to get deals done. About three in 10 sales involved a concession in June of last year and this June, the figure was closer to one in two, with the average amount of assistance at \$7,295, according to Libby Levinson-Katz, chairwoman of the DMAR Market Trends Committee, which prepares the report.

Prices, after rebounding in the first half of the year, are starting to soften again. The median sales price of a single-family home fell from \$655,000 in June to \$650,000 in July, the same level as a year earlier.

Condo and town-home prices stayed flat between June and July at \$420,000 and are up 2.9% from a year earlier.

# INSIDER

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## How the system could change

There are trade-offs to consider here. Jessica Reinhardt, a second-generation Realtor and the president of the Denver Metro Association of Realtors, told me she worried that raising the barrier to entry could turn away those who're already underrepresented in the industry. Last year, the typical Realtor was a 60-year-old white woman who attended college and was a homeowner, [according to the NAR](#).

"I do think it's a double-edged sword," Reinhardt told me. "I think you risk losing access for the underserved communities. They want somebody in their communities who they can relate to, to help them buy a house. And if those people don't have the ability to become a real-estate agent or a Realtor, then they lose their access to representation."

Reinhardt also bristled at the notion that those with little experience were necessarily unqualified to do the job or didn't deserve the same commissions as their more-experienced counterparts.

"I think that you could come into this industry, be brand-new in it, and be killing it," Reinhardt said.

"You understand it, you took the time to educate yourself, and you deserve just as much as somebody who's been doing it for 10 years."

**You get in, you go through the classes, you think you're ready, and it either chews you up and spits you out, or it turns you into a great Realtor**





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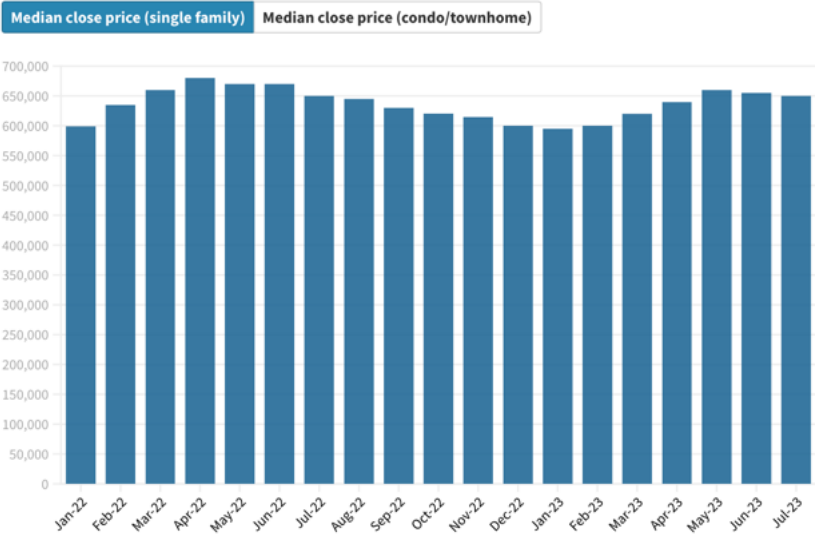
Deals

Contests

“Would-be buyers and sellers are weighing the ‘golden handcuff’ dilemma,” the report reads. “They love their historically low interest rates on their home, but no longer love their home. To give some context, 91.8% of mortgages in the U.S. are under 6%, while 82.4% are under 5%. To showcase this current issue, new listings were down 15.33% month over month and down 24.76% from this time last year.”

This most likely means Denver metro home prices will stay at these levels through the end of the year.

Denver metro median sales prices and days on market



# COLORADO atHome

## COLORADO atHome

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Jul 24, 2023

### Denver Metro Association of Realtors appoints Brendan Bailey as new CEO

DENVER (July 17) – The Board of Directors at Denver Metro Association of Realtors® (DMAR) proudly announced that it has named Brendan Bailey as the association's incoming chief executive officer.

With a background in real estate leadership and a commitment to advocacy and community engagement, Bailey will join Colorado's largest local Realtor® association beginning in August 2023. He spent the past four and a half years serving as the CEO of the Realtor® Association of Pioneer Valley (RAPV) in Springfield, Massachusetts, where he garnered national recognition through his exceptional leadership in association advocacy and community involvement.

As the CEO of DMAR, Bailey will play a pivotal role in advancing the association's mission to support and empower real estate professionals in the Denver Metro area. He will work closely with DMAR's Board of Directors and staff to strengthen advocacy efforts, enhance member services and foster professional growth and development.

"Brendan is a visionary, forward-thinking and member-centric leader," said Jessica Reinhardt Vitcenda,® President of the DMAR Board of Directors. "He has an intrinsic and progressive understanding of our Realtor® culture and business, as well as the expertise to continue to elevate the association in a valuable and meaningful way. This will benefit our members and the organization as a whole — which ultimately continues to positively contribute to the home buying and selling experience in the Denver Metro market."

Originally hailing from Durham, North Carolina, Bailey has a passion for fostering positive change within the real estate industry. Prior to his tenure in Massachusetts, Bailey served as the chief operating officer at the Raleigh Regional Association of Realtors® (RRAR) in Cary, North Carolina.

Over the years, he has regularly received accolades for his outstanding contributions. He is recognized as an RPAC Golden R President's Circle investor and will be inducted into the Hall of Fame in 2024. Furthermore, Bailey's dedication and leadership earned him the prestigious 2019 NAR Association Executive (AE) Leaders of Tomorrow Young Professional Award.



Brendan Bailey



# Better Homes & Gardens®



## DENVER BUSINESS JOURNAL

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Everything you need to know about nominating for DBJ's 2023 awards >



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Denver Realtor and DMAR Markets Trends Committee Chair Libby Levinson-Katz said in the report that seller concessions have increased in the current home buying climate, where activity from buyers remains slow. Seller concessions have gone up from 29.2% last June to 48% this June to an average of \$7,295. In addition, the close-price-to-list-price ratio dropped below 100% in July, after hovering at 100.22% in June and 100.77% last July.

“This may be the best time to buy in recent history as buyers can finally negotiate after enduring years of a strong seller’s market,” Levinson-Katz said.

DMAR also breaks down its data by different price points for homes. For residences that sold for \$1 million or more – formerly referred to as the “luxury” market in DMAR’s reports – sales volume was approximately \$699 million, a month-over-month decrease of 23.41% and a 15% decrease year-over-year. The metro area saw 435 of these attached and detached homes close in July, a 20.91% decrease from June and a 15.7% decrease from last July. Fewer new listings hit the market for \$1 million or more last month, at 648 new listings, a 19.7% decrease from June and a 2.26% decrease from last July. The average number of days on the market has gone up by 72.22% from last July to 31 days.

“Realtors and their clients must take a deep breath, relax and expect both buying and selling to take longer than in recent months and return to pre-pandemic normalcy,” Denver Realtor Susan Thayer said in the report.

DMAR includes data from the counties of Adams, Arapahoe, Boulder, Broomfield, Clear Creek, Denver, Douglas, Elbert, Gilpin, Jefferson and Park in its monthly reports, and sources data from REcolorado.

Last month, DMAR’s Board of Directors appointed a new CEO: [Brendan Bailey](#), who starts his position this month.



## The Denver Gazette

DMAR's August Market Trends Report, released Thursday, shows sales volume was off in July by 18% over sales in July 2022, when the market had already slowed from its pandemic high.

The median price-at-sale for a single-family home last month in the 11-county Denver area stood at \$650,000, down less than a percent from the previous month and exactly even with the price a year back. Meanwhile, just 4,773 new listings arrived on the market in July — the supply indicator that anticipates whether prices might drop anytime soon — down a sizable 25% from a year ago.

Analysts at DMAR see interest rates as “golden handcuffs” that are locking up the market from two directions: They keep sellers who enjoy low payments on their current houses from facing the higher rates they would face if they sell and buy something else, while they confront buyers with much higher payments than they would have had a year back.

Over 90% of current U.S. mortgages are under six percent and over 80% are under five percent, says Libby Levinson-Katz, chairwoman of DMAR's Market Trends Committee. She notes that along with the paltry inventory arriving on the market, the number active homes for sale now has climbed 3.76%.

DMAR's report arrived just as Fitch Ratings, one of three top ratings firms, downgraded the U.S. government's credit rating — a move that could drive mortgage rates higher.

## CONNECT:



dmarealtors.com  
(303) 756-0553  
4601 DTC Blvd. #100  
Denver, CO 80237

## MEDIA REQUESTS

Interviews and high-resolution photography  
available upon request.

Contact Lindsey Hall, Public Relations on behalf  
of the Denver Metro Association of Realtors®,  
at (817) 395-3491 or [lindsey@decibelblue.com](mailto:lindsey@decibelblue.com).