

2024 YEAR IN REVIEW

BY THE NUMBER

- **760** new Realtor® members
- **120** new Industry Partners
- **16,500+** followers on Facebook, Instagram, LinkedIn & YouTube
- **150+** classes offered, (**16** free)
- **30** events hosted (**18** free)

GIVING BACK

- Raised **\$2,400+** for DMAR Gives at two Chili Cook-Offs
- Secured **\$6,000** for DMAR Gives at our Rock-and-Bowl fundraiser
- Donated **\$10,000** to Extreme Community Makeover (ECM)

MEDIA EXPOSURE

- **1,200+** media mentions across **118** local & national publications
- **\$17.7M** in earned media from **1.7B** impressions
- **15** DMAR members featured on TV, radio & more

ADVOCACY

- Raised **\$131,846** for RPAC
- **40** DMAR major investors
- **\$30K** raised at Dancing with the Stars: Realtor® Edition & **\$11,500** at the DMAR Excellence Awards
- Successfully endorsed **9 of 10** candidates & **2 of 3** issues in the 2024 election

NEW THIS YEAR

- President Jen Routon debuted as a **HousingWire contributing author**
- Launched the **Social Media Impact Award** at the DMAR Excellence Awards
- Introduced the **DMAR Leadership Academy** to develop future leaders
- Partnered with **DOAudioTours™** for AI-powered, multilingual property tours
- **Updated website** with a refreshed homepage, streamlined menu & mobile optimization
- CEO Brendan Bailey honored as a **2024 Smith Society inductee**