



**DENVER METRO**  
ASSOCIATION OF REALTORS®

# Quarterly Member Report

2025 Q3 Report: July 1 - September 30



# DMAR in the News

## Making Headlines, Building Trust

DMAR is proud to be the trusted voice of real estate in the Denver metro area. Through our partnership with our PR firm, Decibel Blue, our market trends data, insights and leadership consistently appear in high-profile media outlets, helping consumers, policymakers and industry stakeholders understand the market while positioning you, our members, as trusted experts by association.

- National & Local Reach: DMAR's Market Trends Report has been cited in Forbes, The Wall Street Journal, USA Today and across Colorado news outlets.
- Leadership Voices: DMAR Board Presidents and committee members have been featured in HousingWire, Inman and more.
- Media Value: In 2024, DMAR earned \$17.7M+ in media value across 1.7 billion impressions, spotlighting DMAR members and reinforcing consumer trust in Realtors®.
- Quarterly Wins: This quarter alone, DMAR was featured in outlets such as The Denver Post, The Denver Business Journal, Colorado Public Radio, Real Simple and 9News.

### Why this matters for you:

Every time DMAR data or leaders appear in the media, it strengthens the Realtor® brand and builds credibility that you carry into client meetings, listing presentations and negotiations.

### 📣 Q3 Media Impact at a Glance

July through September 2025

- 144+ editorial placements
- 24+ broadcast & radio clips
- 193.4M+ UVPM (unique visitors per month)
- Featured in outlets like CBS News, Denver Post, Axios, 5280, Homes.com, U.S. News & World Report, AOL.com, Denver Business Journal, Colorado Sun, 9News, Denver7 and more.

**Every time DMAR is in the news, it builds consumer trust in Realtors®, strengthens your credibility with clients and positions you as part of the leading voice in Denver real estate.**

# Media Placements Recap List

## JULY

- 72 editorial placements and 11 broadcast/radio clips
- Total reach: 102.1M UVPM\*

## AUGUST

- 72 editorial placements and 13 broadcast/radio clips
- Total reach: 91.3M UVPM\*
- Highlights:
  - 8/28, Homes.com – 30-year fixed mortgage rate
  - 8/27, CBS News – Home equity loan rate forecast for fall 2025
  - 8/22, Denver Business Journal – People on the Move
  - 8/21, Denver Post – Buyer-seller disconnect slows Colorado home sales
  - 8/19, Denver Post – First-time homebuyers finding success in Denver
  - 8/16, GoBankingRates – 6 Metro Areas at Huge Risk of a Housing Market Crash
  - 8/13, 5280 Magazine – Hot Properties: 4 Listings Heating up the Market
  - 8/13, CBS News – Reverse mortgage pros and cons
  - 8/12, Axios – Home prices drop across metro Denver
  - 8/12, AOL.com – 4 Types of Homes That Buyers Want
  - 8/12, Rocky Mountain Voice – Denver housing sales tracking slower as inventory hits 2011 high
  - 8/11, Denverite – Denver's slow housing market drags in July
  - 8/9, Colorado Sun – What's Working: Google Fiber expands gigabit internet in Colorado
  - 8/8, BusinessDen – Viacom heir sells Evergreen Ranch for \$10M
  - 8/8, Denver Post – Denver home sales drop 11% in July
  - 8/7, U.S. News & World Report – Mortgage refinance considerations
  - 8/8, 9News – Morning clips (5 AM, 7 AM)
  - 8/8, Denver7 – Morning clips (6 AM, 7 AM)
  - 8/7, Denver Gazette – Parade of Homes opens with focus on aerotropolis
  - 8/5, Denver Gazette – Denver housing market sees prices drop
  - 8/5, Denver Post – Metro Denver home prices dip in July

## SEPTEMBER

- Totals coming soon (full report still aggregating)
- Highlights to date:
  - 9/12, Denver Post – Real estate redux: Why 2025 feels like 2024
  - 9/11, Denver Business Journal – Top Denver home seller plans to stay independent
  - 9/8, 9News – Midday & evening clips
  - 9/6, 9News – Morning clips (5AM–7AM)
  - 9/6, Denver7 – Morning clips (6AM–7AM)
  - 9/6, Denver Post – Denver housing market remains stagnant
  - 9/5, AOL.com – 6 Metro Areas at Huge Risk of a Housing Market Crash
  - 9/5, Denver Gazette – Plenty of homes on the market, but sales stay flat

### What does UVPM mean?

UVPM = Unique Visitors Per Month. It's the standard metric used to measure the online reach of a media outlet. For example, if a story appears in the Denver Post (which has millions of monthly readers), those audience numbers contribute to DMAR's total UVPM.

The higher the UVPM, the more consumers are seeing DMAR's data and Realtor® voices in trusted outlets, building awareness, credibility and trust that directly benefits you and your business.

# Q3 Highlights

## JULY

- After seven years, Nicole Rueth of The Rueth Team Powered by Movement Mortgage stepped down as sponsor of DMAR's Market Trends Report. We thank Nicole for her partnership and years of support.
- DMAR YPN hosted The 9th Hole Social on July 11th, raising nearly \$2,000 for RPAC.
- The 2025 Mid-Year Market Trends Update was released, authored by past chair Steve Danyliw.
- DMAR Gives awarded \$45,000 in grants to three local nonprofits:
  - \$25,000 to Family Tree
  - \$10,000 to Rebuilding Colorado
  - \$10,000 to Newsed
- We announced new member benefits: free subscriptions to the Denver Business Journal (\$210 value) and Real Estate News (\$225 value), in addition to the free 5280 Magazine subscription members already receive.
- DMAR's Instagram community hit 7,000 followers!

## AUGUST

- August 1 through 31 was our annual DMAR Member Appreciation Month which included 31 Days of DMAR (weekly social media giveaways), 25% off the Realtor® Store, waived application fees, free webinars and free member events.
- Our Town Hall Membership Meeting on August 4 at DMAR HQ and via Zoom provided updates from leadership and space for member Q&A.
- Our Managing Broker Forum on August 18 featured Jessica Hickok, CEO of ARELLO and Marcia Waters, Director of the Colorado Division of Real Estate, presenting on the Top 10 Disciplinary Actions Impacting Real Estate Commissions Nationwide.
- On August 18, DMAR celebrated its 14th Anniversary with free cake at HQ.
- We hosted a free Member Appreciation Lunch and 10 Things for Realtors®: Legal Topics taught by Scott Peterson on August 25.

## SEPTEMBER

- Celebrated Realtor® Safety Month with a Realtor® Safety Workshop (September 24) and free webinars highlighting Forewarn, a free safety tool for all DMAR members.
- Hosted our annual RPAC Fundraiser on September 17 at The Stillery, complete with a country-western twist and a lively dance competition featuring 10 Realtor® + Industry Partner duos. The event raised \$20,000 for RPAC to help protect homeowner rights and the real estate profession.
- On September 25, we hosted Pack It Forward after the Thursday Marketing Meeting at DMAR North. Members packed bags of essential supplies for Family Tree, DMAR Gives' Premier Grant Recipient and 2025 Official Partner, supporting individuals and families overcoming child abuse, domestic violence and homelessness.



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Thank you to our Annual Partners

