



# ANNUAL REPORT

2025

# From the President

A message from Lisa Nguyen, DMAR President:

As we reflect on 2025, I am filled with tremendous gratitude for everything we have accomplished together. This year was marked by meaningful growth, expanded member benefits, inspiring leadership achievements and a renewed commitment to strengthening our profession.

DMAR members continued to shine on the national stage. Chad Ochsner, Scott Webber and Stacie Staub were recognized in the Swanepoel Power 200. We also had a strong presence on RISMedia's Real Estate Newsmakers list, with several of our leaders honored, including Roberto Vannucchi, Mor Zucker and myself. In addition, we celebrated Muriel Williams-Thompson's election as Vice Chair of the National Association of Real Estate Brokers and welcomed Nick DiPasquel and Sarah Futa into CAR's Leadership Academy. Our CEO, Brendan Bailey, was also recognized on the Denver Business Journal's "2025 People on the Move" list.

This year brought some of the most impactful member benefits we've introduced in years. We rolled out FREE Forewarn, FREE CE for all members and launched the DMAR Financial Education Hotline, all designed to support member safety, professional growth and financial wellbeing. We also introduced the DMAR Leadership Academy, furthering our commitment to developing future leaders.

Our events and engagement initiatives reached new heights. At the 2025 Excellence Awards, we debuted the DMAR Emerging Champion Award, celebrating rising leaders in our industry. August's expanded 31 Days of DMAR campaign brought new energy to Member Appreciation Month, and in November, we hosted our first-ever Fall Forward: Realtor® Innovation Summit.

Advocacy and community impact remained central to our mission. We raised nearly \$20,000 for RPAC at the sold-out Dancing with the Stars: Realtor® Edition, and our 30-day DMAR Gives Matching Campaign, supported by REcolorado's \$15,000 match, provided meaningful support to our charitable foundation.

This year, we also concluded a wonderful seven-year partnership with Nicole Rueth of Movement Mortgage as our Market Trends sponsor. Looking ahead, we are excited to welcome Commerce Bank as our new sponsor in 2026. And to keep our members informed, we added free subscriptions to the Denver Business Journal and Real Estate News.

I remain incredibly grateful to our Board of Directors for their leadership and guidance throughout the year:

## 2025 - 2026 Board of Directors

Lisa Nguyen, DMAR President  
Kate Baldwin Wenzel, DMAR President-Elect  
Cooper Thayer, DMAR Treasurer  
Mike Bruce, DMAR Immediate Past President  
Derek Camunez  
Ryan Carter  
John Chapman  
Charles Coleman  
Nick DiPasquale  
Christine Dupont-Patz

Kelsea Imanuel  
Kendra Lanterman  
Brody Leinweber  
Dyllan Nguyen  
Shantell Quintanar  
Carrol Rhead  
Jose Bonilla  
Ben Slingsby  
Jeff Zoerb

As we close out 2025, I hope we all take pride in the progress we've made and the community we continue to build together. Thank you for your commitment to DMAR and to serving the Denver metro real estate community with excellence.

With gratitude,



Lisa Nguyen | 2025-2026 DMAR President



# 2025 Highlights

## BY THE NUMBERS

- **6,000+** Realtor® members, including **500+ new**
- **325+** Industry Partner members, including **125+ new**
- **20,500+** social followers across Facebook, Instagram, LinkedIn & YouTube
- **110 classes** offered — totaling **382 CE hours**
- **60+ FREE classes** — delivering **210 CE hours**
- **20 events**, including **13 free** for members

## GIVING BACK

- Nearly **\$20,000** raised for **RPAC** at Dancing with the Stars: Realtor® Edition
- Almost **\$8,000** raised for **RPAC** at the Excellence Awards
- silent auction
- Over **\$15,000** raised for **DMAR Gives** during the October Matching Campaign (thanks to REcolorado's match)
- Nearly **\$1,500** raised for **RPAC** at YPN's 9th Hole Social
- Over **\$4,000** raised for **RPAC** during the RPAC Summer Kick Off Drawing
- About **\$1,500** raised for **DMAR Gives** at the annual Chili Cook-Off for a Cause
- **\$3,500** raised for **RPAC** at the Fall Foreward reception drawing

## NEW THIS YEAR

- Rolled out **FREE Forewarn** for all members
- Introduced **FREE CE** for all members
- Launched the **DMAR Financial Education Hotline**
- Added free subscriptions to the **Denver Business Journal** and **Real Estate News**
- Announced the inaugural **DMAR Leadership Academy**
- Debuted the **DMAR Emerging Champion Award**
- Hosted the first-ever **Fall Forward: Realtor® Innovation Summit**
- Delivered **our biggest Member Appreciation Month yet**, featuring 31 Days of DMAR
- Transitioned **Market Trends sponsorship**: closing a 7-year chapter with Nicole Rueth and preparing to welcome Commerce Bank in 2026
- DMAR CEO **Brendan Bailey** named to DBJ's **2025 People on the Move**

## ADVOCACY

- **\$105,000** raised for RPAC
- **32 major** investors
- **15 of 18** candidate endorsements won, **plus**
- **100% success** on 2025 ballot issue endorsements

## MEDIA EXPOSURE

- DMAR was mentioned in **725+ media stories**
- **926.5 million** media impressions
- **\$15.4 million** in earned media
- **15 DMAR members quoted** by the media
- DMAR mentioned in **125+** local and national publications & broadcasts

# Public Relations Impact

*Amplifying the Trusted Voice of Denver Real Estate*

In 2025, DMAR continued to serve as the trusted Voice of Real Estate® in the Denver Metro Area, providing timely market data, expert commentary and leadership perspectives to local, national and industry media. Through our partnership with Decibel Blue, DMAR's insights consistently reached consumers, policymakers and industry stakeholders, reinforcing the credibility of Realtors® across the region.

## BY THE NUMBERS

- Total Media Mentions: **725+**
- Editorial Placements: **525+**
- Broadcast & Radio Clips: **185+**
- Total Media Impressions: **926.5M**
- Earned Media Value: **\$15.4M**
- Publications & Broadcasts: **125+**

## DMAR MEMBERS FEATURED IN THE MEDIA

DMAR proudly amplified the voices of 15 members who were quoted or featured as trusted experts throughout the year:

- |                  |                       |                          |
|------------------|-----------------------|--------------------------|
| • Andrew Abrams  | • Steve Danyliw       | • Christina Ray          |
| • Brendan Bailey | • Nick DiPasquale     | • Nicole Rueth           |
| • Mike Bruce     | • Keri Duffy          | • Michelle Schwinghammer |
| • Colleen Covell | • Libby Levinson-Katz | • Amanda Snitker         |
| • Greg Cox       | • Heather O'Leary     | • Susan Thayer           |

## WHERE DMAR WAS SEEN & HEARD

DMAR insights appeared across top-tier national, regional, and industry outlets, including: MSN, Yahoo!, AOL, Apartment Therapy, Architectural Digest, Better Homes & Gardens, The Wall Street Journal, U.S. News & World Report, Associated Press, Bankrate, The Denver Post, KDVR-TV, 9News, Denver7, CBS Denver, Denverite, The Colorado Sun, KUNC, Denver Business Journal, 5280 Magazine, HousingWire, RealTrends, Inman, AXIOS, Colorado Public Radio, CBS News, House Beautiful, Newsweek and more.

## Key Insights & Trends

- DMAR once again secured coverage in 100+ publications and broadcasts spanning local, national and industry media.
- Editorial placements accounted for 74.04% of total coverage, with television and radio representing 25.96%, many of which re-aired throughout the day and were later shared online for extended reach.
- The DMAR Market Trends Committee continues to be a go-to source for local media, consistently sought out for timely data and expert analysis as market conditions evolve.

## WHY THIS MATTERS FOR YOU

Every time DMAR data, leaders or members appear in the media, it strengthens the Realtor® brand and builds trust with the public.

### This visibility:

- Enhances your credibility in client meetings and listing presentations
- Reinforces confidence during negotiations
- Positions you as part of the leading, most trusted voice in Denver real estate

When DMAR is in the news, you benefit - by association, by reputation and by trust.

## Advocacy in Action

DMAR's Government Affairs Committee (GAC) continued to expand its impact in 2025, strengthening relationships with elected officials, advancing pro-housing policies across Metro Denver and protecting the interests of homeowners, small housing providers and the real estate community. Below is a summary of key accomplishments and ongoing initiatives.

### ELECTION ENGAGEMENT

DMAR remained deeply involved in municipal elections across the region, endorsing candidates and a ballot measure aligned with housing accessibility, balanced growth and strong local governance.

- **83% success rate** | 15 of 18 endorsed candidates won their races.

### CANDIDATE ENDORSEMENTS

#### Arvada

- ✓ Mike Griffith, City Council At-Large
- ✓ Randy Moorman (Incumbent), City Council District 1\*

#### Brighton

- ✓ Rhianon Collins, City Council Ward 1
- ✓ Melinda Carbajal, City Council Ward 3

#### Commerce City

- ✓ Lori Young, City Council At-Large
- ✓ Stefanie Trujillo, City Council At-Large
- ✓ Jose Guardiola, City Council District 1
- ✓ Joanna Sandoval, City Council District 3

#### Thornton

- ✗ Sam Nizam, City Council Ward 3

#### Westminster

- ✗ David DeMott, Mayor
- ✓ Jack Johnson, City Council At-Large
- ✓ Sarah Nurmela (Incumbent), City Council At-Large\*
- ✗ Phillip Romero, City Council At-Large

#### Wheat Ridge

- ✓ Korey Stites, Mayor
- ✓ Pat Quinn, City Council District 3

#### Lakewood (All Incumbents)

- ✓ Jeslin Shahrezaei, City Council Ward 1\*
- ✓ Ken Cruz, City Council Ward 3\*
- ✓ Bill Furman, City Council Ward 4\*

\*indicate friendly incumbents

### BALLOT ISSUE ENDORSEMENTS

#### Denver Bond Measures 2A–2E | Vibrant Denver - SUPPORT

- ✓ DMAR supported Vibrant Denver, a package investing in critical infrastructure that strengthens safety, mobility, economic opportunity and neighborhood vitality across the city. Vibrant Denver was approved by voters with an average of 66% of support across all five measures.

### BUILDING RELATIONSHIPS WITH ELECTED OFFICIALS

At the start of 2025, the GAC Chair and Director of Government Affairs met with 40+ elected officials across the seven-county Metro Denver region. These meetings helped:

- Introduce DMAR's advocacy priorities
- Establish DMAR as a trusted resource on housing, zoning and property rights
- Strengthen long-term government-to-government relationships

Maintaining this visible regional presence remains a core priority going into 2026.

## Advocacy in Action (cont.)

### POLICY SUCCESSES ACROSS METRO DENVER

#### Lakewood Zoning Code Update

DMAR supported Lakewood's comprehensive zoning modernization, which expands opportunities for diverse housing types and improves pathways for accessory dwelling units. Key reforms included:

- Allowing more middle housing (duplexes, triplexes, quadplexes)
- Increasing flexibility for ADUs
- Updating code language to support long-term growth and aging in place

The new code passed in 2025, though opposition groups may pursue a referendum to roll back key components. DMAR continues to monitor this closely, given the potential impact on affordability and housing supply.

#### Denver Landlord Regulations

DMAR advocated strongly for small, "mom-and-pop" housing providers in response to proposed increases in licensing and compliance fines. DMAR emphasized:

- Disproportionate financial impacts on small landlords
- Risks to naturally occurring affordable housing
- The need for clear communication, stakeholder engagement and fair enforcement

#### Commerce City — Fire Suppression Requirements

DMAR testified in support of consumer choice regarding fire suppression systems in single-family homes. While acknowledging safety concerns, DMAR highlighted:

- Significant cost increases affecting homebuyers
- Impacts on affordability and housing access
- The importance of balanced policymaking

### ONGOING AND EMERGING PRIORITIES FOR 2026

- Maintaining strong relationships with local policymakers through regular engagement and testimony
- Positioning DMAR as the leading housing resource for governments and community partners
- Continuing to advocate for balanced, practical approaches to housing regulation across Metro Denver

## DMAR Recognition Awards

DMAR congratulates the following members who were recognized for their service and commitment to the Association and industry at-large.



### Oliver Frascona Lifetime Achievement Award

2025 Recipient: Jan Reinhardt



### Broker Manager of the Year

2025 Recipient: Malisa Miller Eakins



### Realtor® of the Year

2025 Recipient: Jessica Reinhardt



### Industry Partner of the Year

2025 Recipient: Jim Michael



### Rookie of the Year

2025 Recipient: Michelle Leachman



### Support Person of the Year

2025 Recipient: Amy Herrington



### Community Service Award

2025 Recipient: Barbee Lux



### DMAR Emerging Champion Award

2025 Recipient: Cooper Thayer



### Pathways Award

2025 Recipient: Aimee Quaratino



### Pathways Award

2025 Recipient: Angie Sudberry



### Social Media Impact Award

2025 Recipient: Ryan Haarer

# 2023 - 2025 Strategic Plan

We continued to find new ways to fulfill all aspects of our Association's Strategic Plan in 2024, upholding our commitment to provide the ideal environment for member success.

## Our Mission

DMAR is the Voice of Real Estate® in the Denver Metro Area. We are advocates, educators and industry leaders for Realtors® and our communities.

## Our Values

Service Excellence | Professionalism | Diversity | Integrity | Forward-thinking

## Our Strategic Plan



### ELEVATE

DMAR raises professionalism through ethics, education and professional standards.



### ADVOCATE

DMAR is the voice of real estate in the Denver region protecting and influencing property rights policy and access to housing for all.



### SUCCEED

DMAR supports the success of its members and is essential to all stages of their careers.



### PROMOTE

DMAR promotes its real estate voice through market trends, public relations and community service.



### GROW

DMAR continues its growth through leadership outreach, shared resources and strategic expansion.

## From the CEO

Dear DMAR Members,

As we close another memorable year, I want to extend my sincere gratitude for your continued trust, partnership and unwavering commitment to our Realtor® community. In a market that demanded focus, resilience and adaptability, 2025 was all about delivering more benefits, more resources and more opportunities to support your business where it matters most.

From expanding free CE offerings and strengthening our financial wellness resources to enhancing access to technology, data and high-impact educational programs, every initiative this year was designed with a single purpose: to ensure you receive the greatest possible return on your membership investment. We know your time, energy and resources are invaluable, and we take seriously our responsibility to make your business stronger, smarter and more competitive through every service we provide.

Looking ahead, 2026 will build on this strong momentum. Member value is not just a priority at DMAR, it is our strategy. That means every class we host, every event we produce and every benefit we introduce will remain laser-focused on driving tangible business growth, professional excellence and long-term success for you.

Advocacy will remain a cornerstone of our work as we continue to lead on critical local issues, protecting property rights and advancing policies that support a healthy housing market and make homeownership attainable across the Denver Metro area, ultimately strengthening your ability to serve clients and grow your business.

One of the most exciting examples of this commitment is the introduction of our brand-new Denver Metro Expert (DME) Designation, available exclusively to DMAR Realtor® members. This designation represents a significant step forward in professional differentiation, recognizing Realtors® who are deeply knowledgeable about the Denver Metro market and committed to the highest standards of expertise and service. Designed to elevate your credibility and strengthen your competitive edge, this designation will help you stand out in a crowded marketplace while clearly communicating your value to today's informed and discerning consumers.

I would also like to extend my heartfelt appreciation to our Board of Directors for their strong leadership and vision, and to our dedicated DMAR staff whose passion and hard work continue to drive innovation and results for our members each and every day. Most importantly, thank you, our members, for trusting DMAR as your partner in success year after year.

Together, we are building something truly impactful. Here's to a year ahead defined by innovation, advocacy and undeniable member ROI. We are honored to serve you and excited for all that 2026 will bring.



Warm regards,

*Brendan Bailey*

Brendan Bailey | DMAR CEO



**THANK YOU**  
for your membership,

and to our Annual Partners:

