



**DENVER METRO**  
ASSOCIATION OF REALTORS®

# **Quarterly Member Report**

**2026 Q2 Report: April 1 - June 30**

# Building the Future of DMAR: Our New Three-Year Strategic Plan

This spring, DMAR took an important step toward shaping the future of our Association. On April 1st and 2nd, a select group of DMAR members, volunteer leaders, Board of Directors and staff came together for an intensive two-day strategic planning retreat facilitated by Rick Harris of Dynamic Directions. Through collaborative discussions, data analysis and forward-thinking conversations, the group evaluated where DMAR is today, identified emerging opportunities and challenges and developed a shared vision for where we want to be over the next three years. The goal was simple: ensure DMAR continues to be the premier Realtor® Association serving the Denver metro area.

Together, participants examined our current strengths, identified areas for growth and established clear priorities that will guide the Association's work through 2028. The result is a strategic roadmap designed to strengthen member value, elevate the Realtor® profession and position DMAR for long-term success.

Our new [strategic plan](#) is built around four key pillars:

## CONNECT

Strengthening broker relationships and member engagement through personalized outreach, tailored services and meaningful programming.

## ELEVATE

Delivering innovative education, market intelligence and professional resources that help members succeed in an ever-changing industry.

## ADVOCATE

Championing the Realtor® voice through legislative advocacy, public engagement and initiatives that strengthen our industry's reputation.

## LEAD

Ensuring DMAR's long-term sustainability through operational excellence, strategic partnerships and innovative approaches that expand member value.

This strategic plan will serve as the foundation for DMAR's initiatives, investments and decision-making over the next three years. Every program we develop, partnership we pursue and service we provide will be aligned with these priorities to ensure we're delivering the greatest possible value to our members.

Thank you to the members, volunteer leaders and staff who dedicated their time, expertise and ideas to creating this roadmap. Together, we're building a stronger Association, and an even brighter future for Denver-area Realtors®.

# DMAR Strategic Plan

A roadmap for strengthening our Association, industry and community.



## CONNECT

DMAR strengthens broker relationships and member engagement through personalized outreach, tailored services and targeted programming.

### KEY FOCUS AREAS

- ✓ Personalized member support
- ✓ Broker engagement + outreach
- ✓ Targeted networking + education
- ✓ Meaningful member experiences



## ELEVATE

DMAR delivers innovative programming, actionable market intelligence and high-quality services that position members as trusted local experts.

### KEY FOCUS AREAS

- ✓ Innovative education + events
- ✓ Market insights + trends
- ✓ Professional development
- ✓ Member tools + resources



## ADVOCATE

DMAR amplifies the member voice, advances advocacy efforts and champions the Realtor® brand through value-driven messaging and public engagement.

### KEY FOCUS AREAS

- ✓ Legislative advocacy
- ✓ Realtor® brand awareness
- ✓ Public engagement
- ✓ Industry representation



## LEAD

DMAR drives long-term sustainability and business growth through efficient operations, innovative revenue models and strategic partnerships that expand member value.

### KEY FOCUS AREAS

- ✓ Operational excellence
- ✓ Strategic partnerships
- ✓ Revenue diversification
- ✓ Sustainable growth

## Strategic Plan in Action

Every initiative completed during Q2 directly supports one or more of DMAR's four strategic priorities and advances our vision for the future:

### CONNECT

- ✓ Hosted our first Pop-In visit
- ✓ Hosted YPN 9th Hole Social
- ✓ Welcomed a new staff Membership Development Specialist

### ADVOCATE

- ✓ Candidate endorsements
- ✓ NAR Legislative Meetings
- ✓ Homeownership Summit Sponsorship

### ELEVATE

- ✓ Expanded consumer resources
- ✓ Enhanced Forewarn
- ✓ Promoted education & DME

### LEAD

- ✓ Created new 3-year Strategic Plan
- ✓ Opened Board applications
- ✓ Elected new Board leadership

# Q2 Highlights

## APRIL

- A select group of DMAR members and staff participated in a two-day strategic planning retreat. The group developed a new three-year strategic vision centered around four pillars: Connect, Elevate, Advocate and Lead.
- We hosted our first official Pop-In visit at Invalesco Real Estate, introducing a new initiative designed to bring the Association directly to members' offices. We discussed member benefits, advocacy efforts, upcoming programs and gathered feedback from members.
- Forewarn introduced a new feature that provides Realtors® with additional tools to help them stay informed and safe while conducting business in the field.
- We sponsored the Denver NAREB 100 City Community Homeownership Summit, helping educate prospective homebuyers on the homebuying process and available resources. At our booth, we shared our Blueprint to Homeownership and highlighted the value of Realtors®.

## MAY

- We announced our endorsed candidates for the June Primary Election, continuing the Association's commitment to supporting leaders who champion private property rights, housing opportunities and a strong real estate industry.
- Throughout May, we celebrated National Home Improvement Month by sharing educational resources that highlighted renovation projects offering the greatest return on investment. The campaign provided homeowners with practical guidance while reinforcing Realtors® as trusted housing experts.

## JUNE

- We welcomed Jasmine Malone as our new Membership Development Specialist. In her new role, Jasmine will focus on strengthening member engagement, building broker relationships and helping members maximize the value of their DMAR membership.
- To further support homebuyers, we launched a new Homeownership & Housing Assistance Programs webpage. This resource brings together local, state and national programs that help make homeownership more accessible and will continue to expand over time.
- Throughout June, DMAR celebrated National Homeownership Month by sharing educational content and consumer resources that promoted the value of homeownership and the important role Realtors® play in helping buyers and sellers achieve their goals.
- Applications opened for four available seats on the DMAR Board of Directors, encouraging members to become more involved in shaping the future of the association. The Board also elected its 2026–2027 President-Elect, Cooper Thayer, and Treasurer, Nick DiPasquale.
- DMAR member John Lucero received a prestigious National Realtor® advocacy honor in recognition of his leadership and commitment to protecting the real estate industry. DMAR leadership also attended the National Association of Realtors® Legislative Meetings in Washington, D.C., advocating for policies that support homeownership and private property rights.
- YPN hosted its annual 9th Hole Social at Homestead Golf Course. The event combined networking, relationship building and fundraising for DMAR Gives, creating another opportunity to strengthen connections within the Realtor® community.

# RPAC + Advocacy Update

## Advancing Policy. Strengthening Relationships. Protecting Housing Opportunity.

DMAR's Government Affairs and RPAC efforts in Q2 focused on deepening relationships with elected officials, advancing Realtor® priorities in housing policy conversations and ensuring consistent presence in key local and state decision-making spaces. A key emphasis this quarter was strategic engagement: meeting policymakers where conversations are actively shaping housing, zoning and growth policy across Colorado.

### Issue Mobilization Funds in Action

Issue mobilization funds are a strategic advocacy resource used to support outreach, education, coalition-building and relationship development around policy issues that impact real estate. Unlike RPAC contributions, which support candidate engagement, these funds are used for non-candidate-specific advocacy activities that strengthen DMAR's voice in policy discussions.

In Q2, DMAR used issue mobilization funds to sponsor CRL Associates' event at the Colorado Municipal League (CML) Annual Conference. CRL Associates is a consulting partner working with DMAR's Government Affairs team to enhance stakeholder engagement and policy influence.

### This investment supported DMAR's advocacy strategy by:

- Increasing visibility with municipal leaders and elected officials
- Strengthening relationship-building opportunities in a high-impact policy setting
- Supporting ongoing conversations around housing, zoning, infrastructure and land use

### Q2 Advocacy Highlights

DMAR continued delivering timely advocacy updates to members throughout the quarter through our monthly Advocacy Corner blog posts and monthly newsletter:

- April: Housing supply constraints, zoning updates and local regulatory activity
- May: Wildfire risk mitigation, watershed policy and environmental impacts on development
- June: Drought conditions, development pressures and ongoing municipal policy discussions
- Elections & RPAC: Candidate engagement, endorsements and the importance of RPAC participation in protecting property rights and housing opportunity

RPAC continues to be a critical tool in ensuring Realtors® have a unified, credible voice in policy discussions at the local, state, and national levels.

These investments directly support candidate engagement, relationship-building, and proactive advocacy on housing issues.

## RPAC IMPACT



RPAC RAISED  
(Q2)

**\$9,928**



YEAR-TO-DATE  
RPAC

**\$49,624**



ANNUAL  
GOAL

**\$190,644**



PARTICIPATION  
RATE

**22%**

PROGRESS TO GOAL

26%

\$49,624 of \$190,644 goal