

# Member Services Division Report

April 2024

The Member Services Division encompasses many member benefit programs at the Colorado Association of REALTORS® (CAR), which include Meetings and Events, Research, Market Trends, Member and Consumer Awareness, CAR Communications, Social Media, Public Relations, Professional Development and Training, and Video Production. Member Services promotes achievement of the following priority results, as set forth in the Policy Governance Manual:

- The public values, respects and uses REALTORS®.
- Local associations/boards have support and quality services.
- Members are knowledgeable of market trends and data, neighborhood, and economic statistics.
- Members are knowledgeable about exclusive benefits.

The Member Services Division also develops a plan to support and promote the CARs Value Proposition and Strategic Plan.

## Key Endeavors:

### Member Services Committee:

As Vice President of the Member Services Division for the Colorado Association of REALTORS®, I worked with leadership and staff to ensure Member Services programs are operating at the highest level of member satisfaction and engagement. The Vice President of Member Services is also key to ensuring that the committees operating within the Member Services Division are fostering collaboration within the events and programs planned and executed by the committees. The Member Services Committee, comprised of the Chairs of the committees operating within the Member Services Division, have met once already and will meet quarterly to ensure that the committees are working together on similar projects, and finding ways to synergize on goals.

### Meetings & Events

We are still feeling the overall impact of the pandemic as the hotel industry is still grappling with severe staffing shortages, and CAR has been working to cope with sharply rising costs across the board with hotel and technology vendors and within the hospitality industry overall. In working to maintain valuable in-person events while also looking for ways to cut costs in ways that do not reduce programming, CAR will hold its Spring and Fall conference events at Hyatt Regency DTC in 2024 and 2025.

**2024 Economic Summit** – A virtual Economic Summit took place on January 25<sup>th</sup> with approximately 270 REALTORS® in attendance. Programming included both state and national economic updates, as well as market trends presentations from across Colorado facilitated by CAR Spokesperson Cooper Thayer.

**2024 REALTOR® Day Under the Dome** – Government Affairs and Member Services staff worked together to get a select group of REALTORS® back under the Capitol Dome for the first time in many years. The team was successful at bringing legislators into the Supreme Court Chambers to discuss housing-related initiatives with members, and members were successful in getting in front of their legislators on housing priorities.

## Future Events in 2024:

- **2024 AE Symposium** – July 9-11 at the Elizabeth Hotel in Fort Collins.
- **2024 Leadership Retreat** – August 13-15 at the Residence Inn in Breckenridge.
- **2024 Leadership Symposium (formerly Fall Forum)** – October 13-16 at the Hyatt Regency DTC in South Denver.

## Professional Development

### Speaker Advisory Group

Member Services has worked with CAR Leadership Council and staff on creating structure around a Speaker Advisory Group that the Leadership Council has requested. The Speaker Advisory Group will consist of the Chairs under the Member Services Division umbrella, as well as the President-Elect for CAR. This advisory group will work to select keynote speakers for CAR's main conference events. More information on this new Speaker Advisory Group can be found [here](#).

### Resources for Members Aspiring to be Professional Speakers

At the Leadership Council meeting in February, there was a robust discussion about supporting CAR members who are interested in pursuing real estate speaking careers. We have put together a resource packet for Colorado REALTORS® who are interested in becoming a speaker, which can be found [here](#).

### CAR Professional Development Offerings

CAR is currently scheduling out education opportunities for the year:

- [Fair Housing Month](#) activities and classes, throughout the month of April.
- [Property Management forum](#) virtually on **May 29<sup>th</sup>**.
- [Ethics Day](#) virtually on **June 6** with Scott Peterson and Damian Cox co-teaching.
- [Accredited Buyer's Representative \(ABR®\) course](#) virtually on **June 17-18**.
- [Global Real Estate: Transaction Tools CIPS course](#) virtually on **July 17-18**.
- Scott Peterson's 10 Things will begin touring around the State as soon as the Spring Summit commences.
- You may register for any of CAR's upcoming education offerings by clicking [HERE](#).

CAR's virtual 2024 Annual Commission Update (ACU) course raised just over \$12,000 for the CAR Foundation disaster relief fund.

**Leadership Academy:** CAR is celebrating the **17 REALTORS®** who graduated from the CAR Leadership Academy on the afternoon of April 9. We cannot wait to watch where the 2024 class of future leaders grow within the Local, State, and National associations!

**Partnerships:** CAR continues to hold a seat on DORA's ACU taskforce, which creates the content for the Colorado Annual Commission Update class each year. Through this opportunity, CAR can provide input on important topics that every real estate agent in Colorado should be mindful of for the coming year.

## Task Forces, Committees, and Other Strategic Priorities

**2023 Diversity & Inclusion Committee:** 2023 Co-Chairs Nicole White and Marina Lewallen have identified four goals for 2024 that its four workgroups worked to accomplish. Goal One: Increase the statewide completion rate for Colorado REALTORS® by 10% (2,624) by December 2024 for the NAR Fairhaven

simulation challenge. Goal Two: The committee would like to strengthen our relationship with Colorado's other real estate diversity organizations. Goal Three: Identify a translation service that will allow Colorado REALTOR® members to utilize as a tool when assisting consumers whose first language is not English. Goal Four: Offering Colorado REALTOR® opportunities to continue learning and celebrating Fair Housing Month in April. The Diversity & Inclusion Committee has filed its own independent report for the Board that details goal progress and Fair Housing Month activities, [which can be found here](#).

**2024 Colorado Young Professionals Network:** In 2024, CYPN is committed to providing guidance and support to the young professional membership of the Colorado Association of REALTORS® to enhance personal and professional growth, develop leadership skills, and cultivate a strong community of young professionals. 2024 key endeavors include Strategic Planning and Member Engagement. 2024 Chair Daniel Muldoon has filed an independent report for the Board of Directors that details their initiatives for 2024. [Please click here to read the full report](#).

**2024 Strategic Thinking Committee:** Chair Stephen Foster and committee worked hard on programming for the Strategic Think Tank Forum *Mastermind* Roundtables that many of you experienced at this Spring Summit, prioritizing actively listening to CAR members while identifying solutions to industry issues. The committee intends to take the feedback from this forum and furnish a report for CAR Leadership. These roundtable-style events are highly successful with incredibly positive feedback from members. The committee plans to bring in a speaker at the Fall Leadership Symposium to address the top industry priorities identified at Spring Summit. The committee has continued to prioritize providing valuable learning opportunities that spur discussion about the future of the industry and the REALTOR® value proposition.

**2024 International Real Estate Committee:** Formerly known as the Global Committee, a name change was granted to the International Real Estate Committee by CAR Leadership Council in its February meeting. 2024 Chair Sara Hoodicoff and committee have been focusing on gauging member sentiment towards global real estate as well as creating educational opportunities for CAR Members. The committee will be offering a [6-hour CE CIPS \(Certified International Property Specialist\) Class](#), "Transaction Tools" with speaker Christel Silver, taking place 9am-12pm on July 17 and July 18. The International Real Estate Committee has filed a separate report with the board, which can be found [here](#).

**2024 REALTOR® of the Year Committee:** The Committee and Chair Bob Fullerton are excited to accept applications for REALTOR® of the Year. Deadline for 2024 Nominations is July 19, 2024. Visit <https://www.coloradorealtors.com/about-car/> and select "REALTOR® of the Year" tab to learn more and nominate a deserving REALTOR®.

**2024 Property Management Forum:** Chair Abbey Pontius and staff have planned the next Property Management Forum, taking place virtually on May 29<sup>th</sup>. Designed for property managers of all sizes, this forum explores regulation, legislation, market trends, and industry issues that impact the property management side of real estate. Event sessions include: Risk Management Session, Conversion of Office Buildings, and Legislative Update with Q&A. [Register here](#).

**Women's Council of REALTORS®:** CAR has continued supporting the Women's Council of REALTORS® (WCR) as a strategic partner for 2024. CAR's commitment to WCR is demonstrated through the participation of CAR staff at various WCR events throughout the year.

**CAR Committee Application Process:** The CAR Member Services Division has worked very hard on a new [Committee Application Process](#) as well as a new committee application form, aimed at making committee applications simpler and more effective for CAR Leadership and committee volunteers. This new committee

process was approved by CAR Leadership Council in March of 2024, and the new committee application is now live. We are encouraging everyone who would like to apply for a CAR committee to get started today. We will be accepting committee applications until July 1, 2024. [See the new committee application](#) and apply.

## Research

**Member Surveys:** Member Services, in conjunction with the Government Affairs Division, executed a member-wide survey earlier this year. We complete member-wide surveys at least every two years and sometimes more depending on changing market conditions. For trending metrics, we continue to gather the same information we have for previous surveys, as well as information pertaining to market trends and experiences unique to current market conditions as well as members' perceptions about the lack of housing inventory and affordability in the face of regulatory challenges, legislation, and gauging property management activities as an update to initiating this data collection starting in 2019.

### **High-level summary of the 2024 survey results:**

- Members continue to give the Association high marks overall (GPA of 3.0).
- Members value the services that the Association provides, especially the legal tools and resources (72 percent very valuable), advocacy efforts (69 percent), ethics enforcement (67 percent), continuing education classes (63 percent), and market updates (57 percent).
- Two-thirds feel like the Association is headed in the right direction (67 percent), and most have a high level of confidence in the Board of Directors (60 percent).
- Almost all are proud to be a REALTOR® (85 percent).

For the 2024 Survey Polling Report, [click here](#). For the 2024 Association Report Card, [click here](#).

CAR is involved in an array of other Research activities, including involvement with the Common Sense Policy Roundtable and providing various reports to the membership, including the Colorado Home Buyers and Seller's report from NAR.

## Market Trends

### **CAR's Market Trends Program:**

The market trends program continues to rank as one of CAR's most used and most-valued member benefits. CAR continues to modify local area reports to better meet the needs of the membership. Visit <http://www.coloradorealtors.com/market-trends/> to learn more about this important member benefit. We continue to see an increase in market trends-related requests from state agencies, universities, and economists who are looking to use CAR Market Trends data as a reliable source of real estate information.

CAR continues to provide market trends data to the Governor's Economics Team at the Office of State Planning and Budgeting to help them better understand the supply and demand drivers of the housing and rental market. In addition to the work advising the Governor's Office, CAR spokespeople are continually asked to attend industry conferences to educate industry professionals about current market conditions related to residential properties and trends throughout the state of Colorado.

## Media Spokesperson and Public Relations Program

**Media Relations and the CAR Spokesperson Program:** CAR’s spokesperson program has continued to build trusted relationships with members of the media across the state and from all media types who call on REALTORS® when they need to speak with an expert in all things real estate. Trained CAR spokespeople are handling media requests that span issues across the real estate industry including legislation, finance, economics, and other housing-related issues.

CAR’s media spokespeople have been instrumental in the media response following the NAR Settlement, including speaking on a lot of the misinformation on the settlement, standard commissions, and the impact the settlement may have on the Colorado real estate market. [Click here](#) for a related story featuring CAR Spokesperson Kelly Moye.

CAR is excited to continually add new spokespeople to this program in areas that need representation in CAR’s statewide market trends reporting.

**Highlighting CAR’s Recent Media Activity:**

CAR’s 2023 spokesperson response was impressive and led to multiple media requests and spokesperson feature stories in major media outlets. This continues into 2024 with spokespeople across the state continually creating trusted relationships with the ever-changing media across Colorado. See the [March 2024 Market Trends Press Release](#). CAR’s activity in this space continues to grow in importance, as CAR’s proposed new 2024-2026 Strategic Framework includes ends that read, “CAR is the source and resource of information on all things real estate: ‘Knowledge happens here’”, “CAR Communicates the value of REALTORS® to the public,” and, “CAR IS THE VOICE OF REAL ESTATE IN COLORADO.”

We recently pulled updated metrics from our media monitoring service, which helps us understand our overall reach and ROI. ***You can’t pay for this type of publicity:***

- 2023 Estimated PR Value (through September 28) = **\$37,952,385 (\$37.9 million)**
  - 2020 number = 8.24 million
- 2023 Reach – total consumer touches (through September 28) = **4,102,960,477**
  - 2020 number = 890,724,296
- 2023 Total Media Exposure (through September 28) = **1,376**
  - 2020 number = 787

Colorado REALTORS® across the state should be very proud of this program and the work that each of these spokespeople continues to do each month for these efforts in support of REALTORS® across the state. CAR currently has active spokespeople in the following towns and cities:

<a href="#">Grand Junction</a> – Ann Hayes	<a href="#">Canon City</a> – David Madone	<a href="#">Aurora</a> – Sunny Banka
<a href="#">Colorado Springs</a> - Patrick Muldoon and Jay Gupta	<a href="#">Pueblo</a> – David Anderson	<a href="#">Telluride</a> – George Harvey
<a href="#">Boulder/Broomfield</a> – Kelly Moye	<a href="#">Crested Butte</a> – Molly Eldridge	<a href="#">Estes Park</a> – Abbey Pontius
<a href="#">Glenwood Springs</a> – Erin Bassett	<a href="#">Pagosa Springs</a> – Wen Saunders	<a href="#">Vail/Roaring Fork</a> – Mike Budd
<a href="#">Denver Metro</a> – Karen Levine	<a href="#">Durango</a> – Jarrod Nixon	<a href="#">Steamboat Springs</a> – Marci Valicenti
<a href="#">Denver and Douglas County</a> – Cooper Thayer	<a href="#">Fort Collins</a> – Chris Hardy	<a href="#">Summit County</a> – Dana Cottrell

<a href="#">Denver Commercial</a> – Kyle Malnati	<a href="#">San Luis Valley</a> - Megan Fuller	
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We continue to search for spokesperson candidates to expand our program to include more analysis of specific towns/cities and areas around Colorado. Please let us know if you're interested in becoming a spokesperson for an area that is not yet represented.

**CAR Spokesperson Training:** 2024's CAR Spokesperson Training 1.0 took place on February 28<sup>th</sup> as part of CAR's Leadership Academy curriculum. Spokesperson 1.0 gives attendees a basic understanding of media relations, presentation skills, and allows them studio time to practice on-camera interactions with reporters.

[Member Awareness and Communications](#)

**Communication:** Communication with membership and reinforcement of the Association Value Proposition has never been more important. The necessity to keep members up to date has resulted in numerous member-wide email communications and we will continue to keep member communication top-of-mind. This includes information about the recent NAR Settlement, such as [this member-wide communication](#) on behalf of CAR leadership.

**One Thing with Jason Witt:** This video series is a great way for the President to discuss important and pressing topics with the membership. The video series can be found on CAR's YouTube Channel. Check out [Jason's March 2023 One Thing](#) about the CAR Spring Summit.

**Online News:** We continue to publish two monthly Online News emails that go out to CAR members, educating members on industry and association news. The Online News maintains a 40% open rate with the entire CAR membership of 26,500 members.

**Colorado REALTOR® Magazine:** We have continued to focus on providing original and unique articles that bring value to members through this magazine. The Colorado REALTOR® Magazine is published four times per year (quarterly). The February 2024 Colorado REALTOR® magazine can be found [here](#). The next issue will be released in May.

**CAR Annual Report:** To keep CAR as transparent as possible, CAR started publishing an Annual Report in 2023 with updates concerning CAR finances, new projects, and detail a year's worth of outreach, including program statistics and wins. The report is also a glimpse of the impact your state association has had on Colorado's real estate industry, the small business community, and Colorado overall. We plan to release the next Annual Report soon.

[Legal and Risk Management Tools](#)

**The Legal Hotline:** The CAR Legal Hotline continues to establish itself as one of CAR's most indispensable tools for members. On average, the Hotline continues to average approximately 30 calls per day. During certain months within the past year, we estimate call volume had doubled. Members continue to have quality access to a competent real estate attorney for their questions.

**Legal Bites:** Legal Bites continues to be an incredible way for CAR to communicate with the membership and answer all their questions pertaining to real estate transactions. So far, Scott and the team have released over 100 videos. The entire Legal Bites series can be found [on CAR's YouTube Channel](#).

## Summary

The Member Services Division is actively working to provide enhanced benefits and services through 2024.

Respectfully submitted,

Shelby Foster,  
2024 Member Services Division Vice President