

Member Services Division Report

October 2025

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.

Member Services Collaboration

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, meet to ensure that the committees are working together on similar projects, and finding ways to synergize on goals.

Committees and Workgroups

2025 Strategic Thinking Committee: The 2025 Strategic Thinking Committee and Chair Shelby Foster have been hard at work planning and choosing a speaker/facilitator for the Strategic Think Tank Forum at the CAR Leadership Symposium and excited to bring in Tristan Ahumada to lead a think tank session about leading fearlessly through change in real estate.

- ***Strategic Thinking Committee will transition to the Insight Advisory Committee in 2026:*** On July 22, CAR's Leadership Council approved a proposal from 2025 Committee Chair Shelby Foster and Vice Chair Mark Gordon to reframe the Strategic Thinking Committee into a forward-looking Insight Advisory Committee. This change shifts the committee away from event programming and toward serving as a strategic think tank that delivers research, trend analysis, and actionable foresight to CAR leadership.
- The new name, ***Insight Advisory Committee***, removes confusion with CAR's formal strategic planning process and better reflects the committee's advisory role to leadership. The committee's purpose is to identify emerging issues—not to make decisions, but to inform and empower CAR's leadership to do so more effectively. Leadership Council affirmed the committee's role as a non-programmatic advisory body designed to create strategic value for both CAR leadership and the broader membership. The responsibility to choose the speaker for the Strategic Think Tank was

formally moved over to the Speaker Advisory Group, who will select this speaker for 2026 events and beyond. [Read the full proposal to Leadership Council.](#)

2025 Diversity & Inclusion Committee: Chair Windy Bailey and the Diversity & Inclusion Committee have been hard at work identifying inclusion and diversity strengths, issues, and opportunities within CAR. This year, the committee completed the following goals:

- Successful meeting with the President of each Diversity Organization and Chair of each Local Association Diversity Committee, offering three \$500 sponsorships to diverse organizations.
- Secured a translation service for CAR members that can support international and multilingual consumers. You can click [HERE](#) to learn more, and to find the promo code for the CAR discount.
- Planned and scheduled programming to celebrate Fair Housing Month in April 2026, including a History & Risk Management Class, and People Behind Diversity Panel.
- Recognized an individual and two organizations for Diversity and Inclusion awards at CAR Inaugural, including Lindsey Benton for the individual category, Invalesco Real Estate for the brokerage firm category, and CTM Software for the community partner category.

The Diversity & Inclusion committee has submitted an independent report to the Board, [which can be found here.](#)

2025 Colorado Young Professionals Network: The CYPN Workgroup supports thirteen local Young Professional Network chapters across the state and eleven at large members. Chair Benson Verbel and the network have been working to strengthen the younger generation of professionals by encouraging growth and creating connections. Among its 2025 Key Endeavors:

- The CYPN Leadership Team selected Liberty Montes from Greeley for the 2025 CYPN Gus Williams Award.
- The Network planned several successful CYPN events this year. In June, CYPN hosted a Capitol Tour for all YPN members and on October 6th hosted an educational hybrid event in Vail with NAR YPN speaker Andrew Hersey.
- The advisory group is working to assemble a YPN toolkit, which will help new networks understand the process to become established, while also supporting our current networks.

The Colorado Young Professionals Network has submitted an independent report to the Board, [which can be found here.](#)

2025 REALTOR® of the Year Committee: The Committee and Chair Evan Boenning share excitement around announcing the 2025 REALTOR® of the Year at the CAR Inaugural on October 28th. Visit <https://www.coloradorealtors.com/about-car/> and select “REALTOR® of the Year” tab to learn more and nominate a deserving REALTOR®.

2025 CAR Business Services Committee: Chair Brenda Wild and committee continue to add innovative programs and services for Colorado REALTORS® that also help generate non-dues revenue for CAR. Please go to the [REALTOR® Marketplace](#) on CAR website frequently to see what new and FREE Webinars we have going on for the month, which are always featured at the top of the page.

New partners added since my last report in April of 2025:

- **DENPerks Rewards:** Colorado REALTORS® can earn gift cards and cash when shopping, eating, or parking at Denver Airport and over 100 other locations in the US. <https://car.denperks.com/>
- **Compass Health Consultants Health Insurance:** Designed to bring members a choice when looking to purchase health insurance. Colorado REALTORS® can find flexible coverage that adapts to business cycles. <https://www.chcbrokers.com/car>
- **Lifeline Screening:** CAR members are eligible for special package pricing on a whole suite of preventative tests at a location near you. <https://www.lifelinescreening.com/partner/corealtors?sourcecd=WNAT010>
- **RentSpree:** A premier rental application and screening suite. CAR members get 1 year free by using promo code ColoradoPRO. <https://www.rentspree.com/partner/colorado-realtors>
- **Westerra CU:** Launching soon, CAR members get a \$25 gift card for opening an account of \$500 or more. Also, Westerra will make a \$25 donation to the CAR Foundation for each new account.

2025 Property Management Forum: Chair Sarah Windholz and Vice Chair Aaron Blazis successfully planned TWO forums in 2025. These popular member forums took place on place May 22nd from 10a-12p and September 25 from 10a-12p, bringing in approximately 800 attendees between the two events. Members have been extremely complimentary of the value of these forums, providing Property Managers with the market trends and risk management updates they need. While the forums are FREE for CAR members, we do charge non-members for access to this resource, netting CAR an additional \$640 in non-dues revenue. [See a recording of the September Property Management Forum.](#)

Speaker Advisory Group

Member Services has continued working with the Speaker Advisory Group to select keynote speakers for CAR's main conference events in 2026. The Speaker Advisory Group recently met to begin selection of the speaker for the April 2026 Strategic Think Tank Forum. The selection of this speaker is now the responsibility of the Speaker Advisory Group since the Strategic Thinking Committee realigned to become the Insight Advisory Committee.

Women's Council of REALTORS®: CAR has continued supporting the Women's Council of REALTORS® (WCR) as a strategic partner for 2025. CAR's commitment to WCR is demonstrated through the participation of CAR staff at various WCR events throughout the year.

Meetings & Events

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 two main conference events in Colorado Springs in 2026; Colorado Connections will be held at the new Hotel Polaris April 28-30; Leadership Symposium will be held at the DoubleTree by Hilton October 5-7. In 2026, the Region XI Leadership Conference will be held at the Inverness Hotel in Denver with David Barber serving as Regional VP. Please stay tuned for more details about the Region XI conference and other CAR events in 2026!

Successful 2025 events since my last report in April of 2025:

2025 AE Symposium – Held at Hotel Alpenrock in Breckenridge July 15-17. Twenty-two AEs attended, along with 3 sponsors and several CAR Staff. During the conference, AE's heard presentations about succession planning, top real estate trends, how to best utilize AI in their workplaces, and NAR and CAR updates from Jarrod Grasso and Ty Adams. According to the post event survey, 88% of respondents said they were "Very

Satisfied” with this year’s conference, sharing that the content was practical, and everyone was very engaged.

2025 Leadership Retreat – Held at the Elizabeth Hotel in Fort Collins August 26-28. CAR’s incoming Leadership Council, along with key staff, convened for a retreat focused on preparing leaders for their roles in the year ahead, including in-depth training on responsibilities, governance expectations, and CAR’s strategic priorities. The group engaged in forward-looking discussions around member connection, collaboration with local associations, and priority-setting for 2026. Guest speaker Eric Thompson delivered a leadership session titled “*New Heights of Leadership*,” helping frame the mindset and opportunities ahead for CAR’s leadership team.

Future Events in 2026:

- **2026 Economic Summit** – Virtual. January 14, 2026. 9am-11:15am.
- **2026 REALTOR® Day Under the Dome** –TBD
- **2026 Colorado Connections** –Hotel Polaris, Colorado Springs. April 28-30, 2026
- **Region XI Leadership Conference** – Inverness Hotel, Denver. May 19-21, 2026
- **2026 AE Symposium** – Hotel Colorado, Glenwood Springs. July 21-23
- **2026 Leadership Retreat** – Hilton Garden Inn, Boulder, August 18-20
- **2026 Leadership Symposium** –DoubleTree by Hilton, Colorado Springs. October 5-7, 2026

[Professional Development](#)

So far, CAR has reached 2,895 members through various education offerings throughout 2025.

CAR is currently scheduling out education opportunities for the remainder of 2025 and 2026, Including:

- [6-Hour Professional Standards CE Class](#) - November 4-5, 9:00am – 12:30pm. Virtual
- Fair Housing Month activities and classes, throughout the month of April 2026.
- You may register for any of CAR’s upcoming education offerings by clicking [HERE](#).

Leadership Academy: CAR leadership has selected 16 REALTORS® from around Colorado to participate in the CAR Leadership Academy in 2026. We are very excited to meet the next generation of leaders.

ACU Taskforce: 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.

[Other Strategic Priorities](#)

Broker Owner/Managing Broker Focus Groups: CAR recently conducted targeted focus group conversations with select broker/owners from across Colorado to evaluate current industry conditions, REALTOR® engagement, and the evolving role of the association in a shifting market and legal environment. Led by PR Consultant Marty Schechter and VP of Member Engagement & Public Relations Lisa Hansmeier, the sessions reinforced that CAR’s leadership in advocacy, legal guidance, education, and communications remains central to protecting professionalism, member trust, and the REALTOR® brand. Based on the value of insights gathered, CAR will continue these focus groups into 2026, expanding to include a broader range of members — across experience levels and prior engagement — to strengthen “boots-on-the-ground” perspectives that will inform strategic direction going forward.

CAR Committee Application Process and Committee Recognition: The CAR Member Services Division continues to execute CAR's Committee Application Process as well as the new committee application form, continually working to make 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 2025 committee process has recently been completed, with over 200 CAR members applying to participate in CAR committees in 2026. [See the list of CAR committee members for 2026.](#)

New this year are colorful committee banners aimed at better recognition of volunteerism on CAR committees, as well as public acknowledgement of Colorado REALTOR® engagement on NAR committees. This member recognition effort has been successful, and the Member Services team will look into improving these types of member recognition tools in 2026.

Member Value Proposition Tools: The Member Services team has been working on creating a series of marketing tools to help members articulate their value, as a professional REALTOR®, with their clients. The goal is to have these tools accessible on Canva so that all members can access and personalize these tools. While ongoing, we hope to have these tools available in Q1 of 2026.

CAR Town Halls: The Member Services team has been assisting the Admin and Leadership teams on planning and execution of CAR Town Halls, two in 2025, virtual events designed to give members the chance to hear directly from their elected REALTOR® leaders about the latest CAR updates and initiatives and key real estate issues impacting the real estate business. Feedback has been positive, and these Town Hall events will continue into 2026.

[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.

[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 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 is excited to continually add new spokespeople, including Heather Erb in Durango, Monica Graves in Grand County, Julia Purrington Paluck in Evergreen, and David Ramirez in Pueblo, who all joined the program in 2024/2025.

Highlighting CAR's Recent Media Activity:

CAR's media response and collaboration continues into 2025 with spokespeople across the state continually creating trusted relationships with the ever-changing media across Colorado. [See the October 2025 Market Trends Press Release.](#)

CAR's activity in this space continues to grow in importance, as CAR's 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:**

- 2025 YTD (through Oct. 21) Estimated PR Value = **\$12,883,337 (\$12.89 million)**
 - 2020 number = 8.24 million
 - 2024 number = 9.66 million
- 2025 YTD (through Oct. 21) Reach – total consumer touches = **1,392,793,230**
 - 2020 number = 890,724,296
 - 2025 number = 1,044,294,257
- 2025 YTD (through Oct. 21) Total Media Exposure = **1,209**
 - 2020 number = 787
 - 2024 number = 1,261

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:

Grand Junction – Ann Hayes	Durango – Heather Erb	Aurora – Sunny Banka
Colorado Springs – Patrick Muldoon and Jay Gupta	Evergreen – Julia Purrington Paluck	Telluride – George Harvey
Boulder/Broomfield – Kelly Moye	Grand County – Monica Graves	San Luis Valley – Megan Bello
Crested Butte – Molly Eldridge	Pagosa Springs – Wen Saunders	Vail/Roaring Fork – Mike Budd
Denver Commercial – Kyle Malnati	Pueblo – David Ramirez	Steamboat Springs – Marci Valicenti
Denver Metro – Cooper Thayer	Fort Collins – Chris Hardy	Summit County – Dana Cottrell

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: CAR's 2026 Spokesperson Training 1.0 will take place on March 3rd, 2026. 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 and we continue to keep member communication top-of-mind. Member

communications have consistently returned a 50-60% open rate, and 20-30% click-through rate with the entire CAR membership of 23,500 members.

President Update with Dana Cottrell: 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 Dana's [October 2025 President Update](#).

Online News: We continue to publish two monthly Online News emails that go out to CAR members, educating members on industry and association news.

Social Media: Social media continues to be an important tool to inform members about association events, alerts, education, and industry news, including the launch of campaigns to ensure members are aware of the Leadership Symposium and other CAR events. CAR's exposure is around 12,000 followers on Facebook, 5,000 on X, and 3,000 on Instagram.

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 August 2025 Colorado REALTOR® magazine can be found [here](#). The next issue will be released in November.

BOD News/Talking Points: CAR has continued the dissemination of BOD talking points to replace the BOD News.

[Legal and Risk Management Tools](#)

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 120 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 into 2026.

Respectfully submitted,

Brian Anzur,
2025 Member Services Division Vice President