



Chief Executive Officer Monitoring Report
SPRING 2026
Submitted by Tyrone Adams, CEO

SUMMARY

The Colorado Association of REALTORS (CAR) is demonstrating strong leadership and organizational excellence by adhering to the CAR Bylaws, Policies, and Strategic Plan approved by the CAR Board of Directors. Our focus is on empowering members to be industry and community leaders and providing positive experiences for Colorado REALTORS, local associations, MLSs, and communities.

EXECUTIVE LIMITATIONS

CAR staff is following all executive limitations outlined in the Policy Governance documents and approved by the Board of Directors.

CAR STRATEGIC PLAN UPDATE (2024-2029)

(Reference to “we” includes volunteers and staff working together)

ADVOCACY

- CAR’s LPC at the time of posting this report has taken position on 109 bills of the 530 bills introduced. The House introduced 20+ bills in January 2026, heavily prioritizing housing, labor, and consumer protections.
- These positions taken by the LPC should be considered as fluid and could change.
 - o Helped defeat of a vacancy tax bill that would expand local taxation on vacancies.
 - o Helped defeat of tenant eviction protections that could increase delays and legal uncertainty for providers.
 - o Made amendments to improve Real Estate Commission sunset bill. It preserved due process by removing a restitution provision and keeping disputes in civil court with appropriate remedies and insurance coverage among other amendments.
 - o Sent a member call for action and helped defeat Land Property tax (Authority for Different Mill Levy Rates) that allow local governments to tax land at a higher rate than the improvements (structures) built on it, fundamentally changing Colorado’s property tax system.
- Many CAR volunteers and staff have testified on many bills that have been introduced.
- President and President-elect issued a challenge to all CAR volunteers to invest a minimum of \$38 to RPAC.

CAR volunteers and staff serve on various coalitions to champion our mission and vision.

- Water Commission
- Property Tax Commission
- Common Sense Institute Board of Directors
- Colorado Competitive Council (C3)
- Chamber of Commerce's- Will be Chair of the Aurora Chamber of Commerce from 2025-2027
- Wrote letter to various government entities and CREC to advocate on behalf of members ability to communicate with real estate commissioners, advocate to keep informed consent to share confidential information on Contract to Buy and Sell and inquire about lack of transparency when it comes to Commission Board meetings.

Outcome of these activities- These activities mean clearer, more efficient operating conditions for REALTORS® and a more informed, trusting experience for consumers: members benefit from smoother transactions, fewer regulatory obstacles, and stronger protections for property rights, all contributing to a healthier business climate and higher satisfaction. Our members and the industry as a whole gain from a robust advocacy framework that directly shapes favorable legislation and regulatory changes, plus a growing, active network through RPAC and Calls to Action.

MEMBER EMPOWERMENT

- Meet with President and President-elect on a monthly basis.
- CAR Committees have been meeting since the beginning of the new year to discuss and make decisions to advance the purpose of their committee.
- CAR Leadership Council, Board of Directors and local associations receive state association talking points on a monthly basis.
- Will be holding multiple sessions on Fair Housing in the month of April.
- CAR volunteers and staff have met with multiple local association leaders and broker owners to listen and discuss current their brokerage challenges; and share updates on things REALTOR® associations are doing on behalf of REALTORS®.

Outcome of these activities- The activities bolster member empowerment through ongoing leadership engagement and aligned actions across the association and local groups, while enhancing transparency and trust via regular updates. They advance professional development and capacity building, notably with ACU, Legal Bites, Fair Housing, and improve responsiveness to brokerage needs through direct broker conversations. Coordinated advocacy and strengthened feedback loops boost impact and adaptability to frontline input, and the approach promotes greater inclusion and representative, member-focused programs and services.

COMMUNICATION & ENGAGEMENT

- Meeting with CAR President" townhall is scheduled twice this year. This is an opportunity for all members to receive REALTOR association updates and provide feedback to CAR leadership.
- Broker Owner PAG is in process led by Justin Knoll.
- CAR Board of Directors receives talking points monthly.
- Capitol Connection is available and provides updates on CAR's legislative efforts through the 2026 Legislative Session.
- CAR Online News with updates about CAR and the industry twice a month
- Colorado REALTOR® Magazine is delivered online four times a year. It provides CAR updates,

industry interest articles, and more.

- Membership Outreach- Collectively, CAR leadership and staff continue to proactively visit and participate in local association meetings and events around the state. We will continue throughout the year with these efforts as it is a part of us gathering feedback, sharing with as many members as possible the opportunities and benefits the state contributes to the “why” of being a Colorado REALTOR®.

Outcome of these activities- The communications program with CAR delivers a cohesive, two-way flow of information that enhances transparency, engagement, and advocacy impact for Colorado REALTORS®. Through regular townhalls, ongoing leadership updates, legislative briefings, bi-monthly CAR Online News, quarterly Colorado REALTOR Magazine, and statewide membership outreach, members stay informed about strategic priorities, policy developments, and industry trends while having structured opportunities to provide feedback. Collectively these activities strengthen engagement, ensure member needs shape programming and advocacy, improve decision-making with timely insights, and reinforce the value and belonging of being a Colorado REALTOR®.

EXTERNAL COMMUNICATION

- Created op-ed with Common Sense Institute on affordable housing that was published in multiple media outlets statewide.
- CAR continues to receive plenty of earned media recognition through our housing market research program, public policy positions and community engagement efforts (CAR Foundation).
- We continue to generate a substantial amount of unearned media exposure through our housing market research program and op-eds we have participated in for Starter Homes and Housing Affordability. Both were in partnership with Common Sense Institute in January and February 2026.
- Met with Rep. Jamie Jackson, Arapahoe County Commissioner candidates Sunny Banka (District 4), and Angela Garland (District 2) to discuss housing issues in Colorado.
- CAR Foundation continues to enhance its visibility and importance in Colorado communities across the state. They have invested \$10,126,744.10 in Colorado communities, helping more than 92,000 people. In addition, they have helped multiple local associations start their own 501(c)(3) with the Foundation helping with the administrative responsibilities.

Outcome of these activities- The external communication efforts yielded a cohesive set of outcomes: an op-ed with the Common Sense Institute amplified housing affordability messaging across statewide media, boosting CAR’s policy voice; sustained earned media recognition for our housing market research, public policy positions, and the CAR Foundation, reinforcing credibility and leadership in housing discourse; additional unearned media exposure around our legislative efforts, Starter Homes and Housing Affordability in partnership with the Institute broadened reach beyond CAR channels; direct engagement with lawmakers and candidates on housing issues built relationships and informed advocacy strategies; and the CAR Foundation’s substantial Colorado investments and administrative support enhanced community impact and demonstrated commitment to member-benefit programs. Together, these activities elevated CAR’s visibility, credibility, and influence while delivering tangible benefits to members through informed advocacy, education, and enhanced capacity for local associations.

COLLABORATION & PARTNERSHIP

- Negotiated a heavily discounted deal with Housing Wire that gives Local Associations the opportunity to provide their members a media subscription detailing national and regional news as part of their member benefits.

- Participated in local association meetings/events (CAR Leadership or Staff)
 - o ABOR 2026 Market Update/RPAC Luncheon
 - o BOLO YPN Event
 - o Delta REALTOR Day
 - o DMAR Leadership Academy and Excellence Awards
 - o Northern Colorado REALTOR Summit
 - o SMDRA Diamond Circle Awards
 - o President and CEO has met with some AEs and their leadership- SMDRA, BOLO, Greeley, DMAR
- **Industry Partners in Colorado**
 - o AE Rep. and VP of Legal and Risk meet monthly with our local associations executives to share information and get different perspectives.
 - o Provide all local associations staff with professional development memberships with two well know and credible association organizations- American Society of Association Executives and Colorado Society of Association Executives.
 - o Colloborated with local associations to provide a nationwide association media service to keep their association and their members updated on national housing news that could impact their association.
 - o Chair of Aurora Board of Chamber Board of Directors
 - o Participate on Common Sense Institute Board
 - o Met with NAREB Leadership to discuss state of the industry
- **NAR and Region Meetings:**
 - o Region XI Stakeholder meetings and State Leadership meetings
 - o Participates on AEC Advisory Group
 - o We have 67 volunteer leaders and professional staff that serve on NAR committees in 2026.
 - o Attended NAR Advocacy Week and Association Executive Institute

Outcome of these activities- The collaboration and partnership activities have enhanced member value, credibility, advocacy, and organizational capacity. By securing a discounted national media subscription for local associations, providing professional development memberships for staff, and offering nationwide media services to keep members informed, we strengthen benefits and retention. Regular participation in leadership events, regional and NAR meetings, and ongoing discussions with policymakers broaden our influence and ensure we're informed on current market and policy developments. Partnerships with industry bodies and frequent engagement with local associations expand our ecosystem, while leadership roles and board involvement raise our visibility and credibility in Colorado. Collectively, these efforts support smarter decision-making, more effective advocacy, and a more robust, connected association ecosystem.

ORGANIZATIONAL EXCELLENCE

- As of March 31, 2026, we have 21,627 members, which is 199 more than last month, and 1,548 fewer than this time last year. Our budgeted number for 2026 is 23,500.

- CAR remains in great shape overall. The CAR building internally and externally remains well maintained. We have a strong team and culture.
- CAR reserves remain higher than what is required (6 months of operating expenses) and is creating an additional stream of revenue.
- CAR President is appointing a Governing Forward PAG to ensure the association is equipped the necessary tools and resources and an effective governance structure to deliver on our promise to make members more successful and to be able to efficiently and effectively support the member boards. Charney/Keyse was hired in March to conduct an assessment on the association bylaws, policies, and Board of Directors.
- We ask for feedback after every meeting or class we host to ensure we are creating the member experience participants expect. While there is always room for improvement participants feel like their experience is from average to excellent.
- Signed a contract to have a LMS developed to password protect member benefits. This will be completed in the fourth quarter of this year.

Outcome of these activities- CAR is financially robust and structurally strengthened, with healthy reserves exceeding the six-month operating expense benchmark and ongoing membership growth though currently below the 2026 budget target. The organization is advancing governance and policy through the Governing Forward PAG and a formal bylaws/policy assessment, while investing in member value via an LMS rollout to protect benefits and a strong feedback culture from events. Together, these elements support sustainable operations, improved accountability, and enhanced member service, but sustaining long-term growth will depend on accelerating member engagement and retention to meet the budgeted membership target.

LEADERSHIP

- CAR's successful Leadership Academy has 20 participants that will graduate at the Colorado Connections, April 28-30.
- Held a CAR Committee Chair meeting in December 2025 to make sure committee chairs understand their charge and develop three meaningful goals that advances the CAR strategic plan.
- CAR leadership and staff have met twice in January and March 2026 with Regional Leaders from Region XI to discuss housing and association related issues and to see if there are opportunities to collaborate.
- Promoted and encourage members to become a leader in CAR. We have a few contested elected positions.
- Continue to promote and encourage members to apply for CAR Committees through June 14.
- Promoting and encouraging members to apply for NAR Committees. Will also hold a webinar on how to sign up for a NAR Committee on May 8th.
- CAR has a succession plan for the CEO and has extended the plan to senior staff positions.

Outcome of these activities- These activities position the Colorado Association of REALTORS (CAR) as a more empowered, cohesive, and responsive organization. By strengthening member leadership engagement and creating clear input channels, members gain a stronger voice in decisions that affect brokerages and daily operations. Greater alignment across the state association, leadership councils, boards, and local associations reduces duplication and ensures a unified strategy, while increased transparency builds trust through regular updates and visible leadership involvement in priority issues.