

Member Services Division Report

April 2026

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, Professional Development and Training, CAR Communications, Social Media, Public and Media Relations, 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

2026 Insight Advisory Committee (formerly known as the Strategic Thinking Committee): The committee's re-aligned 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 2026 Insight Advisory Committee, Chair Mark Gordon, and staff have organized its 2026 work around three strategic areas to help CAR leadership anticipate longer-term industry changes:

- **AI and data implications:** Examining how emerging technology may reshape agent roles, consumer expectations, and real estate data strategy.
- **Association structure and member value:** Evaluating CAR's future value proposition for both large brokerages and independent practitioners.
- **Macro forces shaping the market:** Monitoring broader pressures such as interest rates, insurance availability, institutional housing investment, and regulatory scrutiny, and how CAR should respond to potential future forces in the next 3-5 years.

These discussions aim to bring forward insights and strategic questions to help CAR leadership proactively plan for the future of the profession.

2026 Diversity & Inclusion Committee: Chair Adrian Espinoza, Diversity and Inclusion Committee, and staff have been hard at work identifying inclusion and diversity strengths, issues, and opportunities within CAR. The committee's role is not just to have conversations around diversity, but to lead with inclusion, provide clarity to our members, strengthen meaningful partnerships, and ensure resources are accessible, practical, and easy to use.

The committee intends to streamline their approach into focused phases to maintain momentum and avoid burnout:

- **February–April:** Fair Housing Month focus
- **April–May:** D&I Awards
- **June–August:** Community outreach and resource strengthening
- **September–November:** Fair Housing 2027 planning
- **Ongoing:** Data Hub strategy & profile language campaign

The Diversity & Inclusion committee has submitted an independent report to the Board, including a breakdown of the committee's goals for 2026, [which can be found here](#).

2026 Colorado Young Professionals Network: The CYPN Workgroup supports eleven local Young Professional Network chapters across the state and six at large members. Chair Daniel Pitrone, the network, and staff have been working to strengthen the younger generation of professionals by encouraging growth and creating connections. Among its 2026 Key Endeavors:

- **Member Engagement** – The CYPN Gus Williams CYPN of the Year Award has been expanded to accept applicants from all REALTOR® members, regardless of whether they belong to a local association that has a YPN. The award application will open June 8 – June 23.
- **Events** – We had a very successful CYPN reception last night. We sold about 65 tickets and had a great evening networking with fellow YPN members at the Aviator Bar. We will be hosting our second Capitol Tour for all YPN members in August and our second educational hybrid event in Vail at the end of September.
- **Network Support** - The workgroup is working to assemble a YPN toolkit, which will help new networks understand the process to become established, while also supporting our current networks. In addition, CYPN has two grants – one \$500 grant for new networks, and one \$500 grant for revitalized networks.

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

2026 REALTOR® of the Year Committee: The Committee and Chair John Wendt share excitement around selecting the next REALTOR® of the Year. Do you have someone you'd like to nominate? Deadline for 2026 Nominations is July 17th. Visit <https://www.coloradorealtors.com/about-car/> and select "REALTOR® of the Year" tab to learn more and nominate a deserving REALTOR®.

2026 CAR Business Services Committee: Chair Lynn Snyder-Goetz, committee, and staff continue to review potential programs and services for Colorado REALTORS® that also help generate non-dues revenue for CAR. Staff has sold all booths for Colorado Connections and exceeded sponsorship goals by \$2,800. The

committee is going to try and assist with booth sales and sponsorships for the Region XI conference taking place in Denver in two weeks. The committee reported that the 2026 revenue share goal has been met. The free marketplace classes seem to be popular. 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. The focus for remainder of the year will be on selling booths and sponsorships for the Fall Leadership Symposium.

2026 Property Management Forum: Chair Aaron Blazis and staff have successfully planned TWO forums for 2026; the first taking place on [June 11th](#), and the second taking place on November 12th. Members have been extremely complimentary of the value of these forums, providing Property Managers with the market trends and risk management updates they need. CAR typically sees 400+ registrants for each forum. While the forums are FREE for CAR members, we do charge non-members for access to this resource. In 2025, this netted an additional \$640 in non-dues revenue.

2026 Speaker Advisory Group

Member Services Chair Brenda Wild has continued working with the Speaker Advisory Group and staff to select keynote speakers for CAR's main conference events. The Speaker Advisory Group recently met to begin selection of the speakers for 2027 events. The selection of the Strategic Think Tank speaker is now the responsibility of the Speaker Advisory Group since the Strategic Thinking Committee realigned to become the Insight Advisory Committee.

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, with Leadership Symposium taking place at the DoubleTree by Hilton October 5-7. In just two weeks, the Region XI Leadership Conference will be held at the Inverness Hotel in Denver with David Barber serving as Regional VP.

Successful Events in 2026 So Far:

- **2026 Economic Summit** – Took place virtually on January 14, 2026, from 9am-11:15am. CAR saw 256 virtual attendees, and programming featured national perspective from NAR Economist Jessica Lautz, with statewide and regional economic and market trends provided by CAR Spokesperson Cooper Thayer.
- **2026 REALTOR® Day Under the Dome** – Took place February 3, 2026, at the Colorado State Capitol. Member Services staff assisted Government Affairs staff in hosting members of CAR's Leadership, Legislative Policy Committee, CAR Political Action Committee, CAR FPCs and SPCs as they spoke to legislators about important housing issues.

Future Events in 2026:

- **Region XI Leadership Conference** – Inverness Hotel, Denver. May 19-21, 2026
- **2026 AE Symposium** – Hotel Colorado, Glenwood Springs. July 21-23
- **2026 Leadership Council Retreat** – Hilton Garden Inn, Boulder, August 18-20
- **2026 Leadership Symposium** – DoubleTree by Hilton, Colorado Springs. October 5-7, 2026

Professional Development

CAR is actively scheduling education opportunities throughout the year to support member growth and engagement. We recently wrapped up Fair Housing Month, which offered three virtual sessions throughout the month in addition to promotion of NAR's Fairhaven simulation.

Upcoming Education Opportunities Include:

- **Why and How to Serve on a NAR Committee** – May 6 (Virtual)
This session event will guide REALTORS® through the process of applying for NAR committees and showcase how involvement can make a difference.
- **CAR Virtual Town Hall** – May 28 (Virtual)
Hear directly from your elected REALTOR® leaders about the latest CAR updates and initiatives and key real estate issues impacting your business.
- **REALTOR® Mixer & Mastery: Water** – May 14 (Virtual)
This session will feature water professionals from across the state sharing critical insights on programs impacting housing. The event will also include interactive Bingo and built-in referral opportunities for attendees.
- **Ethics Day** – June 4 (Virtual)
Co-taught by Scott Peterson and Damian Cox, this course will provide timely and practical ethics guidance for REALTORS®.
- **Property Management Forum** – June 11 (Virtual)
Property management continues to face shifting regulations, rising risks, and rapidly changing market conditions. This virtual forum is built to help Colorado REALTORS® working in property management stay informed, prepared, and protected.
- **Scott Peterson's "10 Things"**
This popular series will begin touring statewide following the conclusion of Colorado Connections.

Members can register for all upcoming education opportunities by clicking [here](#).

REALTOR® Mixer & Mastery Series: Earlier this year, CAR launched a new member benefit: the REALTOR® Mixer & Mastery Series, a quarterly gathering designed to sharpen skills and foster meaningful connections. Each session combines interactive activities, targeted education, and structured networking opportunities, such as a shared referral resource for attendees. The February session welcomed 94 members and received overwhelmingly positive feedback, with participants expressing strong enthusiasm for future events.

CAR Town Halls: The Member Services team has been assisting the Leadership team on planning and execution of CAR Town Halls, four in 2026, 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. The next [Town Hall is scheduled for May 28th](#).

Leadership Academy: CAR also proudly celebrated the 13 REALTORS® who graduated from the Leadership Academy on April 29. We look forward to seeing how the 2026 class of leaders continues to grow and contribute at the local, state, and national levels.

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.

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 David Ramirez in Pueblo, Jared Reimer in Fort Collins, Liberty Montes in Greeley, and Amy Tallent in Weld County, who all joined the program in 2025/2026

Highlighting CAR's Recent Media Activity:

CAR's media response and collaboration continues into 2026 with spokespeople across the state continually creating trusted relationships with the ever-changing media across Colorado. See the [April 2026 CAR 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 Estimated PR Value = **\$14,991,495 (\$14.99 million)**
 - 2020 number = 8.24 million
- 2025 Reach – total consumer touches = **1,620,702,115**
 - 2020 number = 890,724,296
- 2025 Total Media Exposure = **1,489**
 - 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:

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 – Jared Reimer	Summit County – Dana Cottrell
Greeley – Liberty Montes	Weld County – Amy Tallent	

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 took 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 consistently returned a 50-60% open rate, and a 30-40% click-through rate with the entire CAR membership.

President Update with Molly Eldridge: 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 [Molly's April 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 paid campaigns to ensure members are aware of Colorado Connections and other CAR events. CAR's exposure is around 13,000 followers on Facebook, 5,000 on X, and 3,200 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 March 2026 Colorado REALTOR® magazine can be found [here](#). The next issue will be released in June.

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

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 tools accessible on Canva so that all members can access and personalize these tools. While ongoing, we hope to have additional tools available 2026.

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 126 videos. The entire Legal Bites series can be found [on CAR's YouTube Channel](#).

Other Strategic Priorities

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. The 2026 committee process has started, with members currently applying to participate in CAR committees in 2027. The application for CAR committees can be found [here](#).

New in 2025 was the addition of colorful social 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 efforts in 2026.

Summary

The Member Services Division is actively working to provide enhanced benefits and services through 2026.

Respectfully submitted,

Brenda Wild,
2026 Member Services Division Vice President