

CAR District VP Report

District Name: Southeast District

District VP Name: Marlene Berrier

Date: April 22, 2026

Pueblo Association of Realtors

The Southeast District continues to offer a strong mix of education, community engagement, and member-focused programming across all associations:

District-Wide

- **SE District Spring Social / Picnic**

May 7, 2026 | Pueblo Riverwalk Boathouse

A district-wide networking and community event bringing together members from PAR, PPAR, ROCC, and surrounding associations. The event has secured approximately \$6,000 in sponsorship support and will include food, networking, and member engagement opportunities.

Royal Gorge Association of Realtors

- **Fair Housing & Fiduciary Duties Class** – April 23, 2026

- **Blossom Parade Community Event** – May 2, 2026

REALTOR® volunteers will participate in community outreach by distributing water and engaging with the public.

- **YPN PARNIVAL** – May 15, 2026

Networking and engagement event hosted at the PAR office.

Pikes Peak Association (PPAR)

- **Q2 Town Hall / Annual Membership Meeting & DORA Update**

April 21, 2026 | Hotel Polaris

Included membership updates, elections, and regulatory insights.

- **PPAR Open House Weekend**

May 2–3, 2026 | Colorado Springs

A coordinated initiative to increase inventory exposure and buyer access.

REALTORS® of Central Colorado (ROCC)

- **Chaffee County Housing Resources Lunch & Learn**

May 7, 2026

- **Habitat for Humanity Build Days**

May 30 – June 7, 2026

- **Power Hour Lunch & Learn Series (Monthly)**

- **Ongoing CE & Industry Education (including AI and emerging trends)**

- **Community Engagement Initiatives & RPAC Fundraising Efforts**

2. Challenges

The Southeast District continues to experience a range of operational and market-related challenges:

- **Member Engagement Across a Large Geographic Area**

Serving multiple counties creates ongoing challenges in maintaining consistent participation and accessibility.

- **Market Uncertainty & Consumer Hesitation**

Interest rate fluctuations and affordability concerns continue to impact buyer and seller activity.

- **Technology & Security Risks**

Increasing cybersecurity threats, including land scams and fraudulent activity, are affecting members. Reports of these incidents are occurring regularly, requiring ongoing communication and education.

- **Operational & System Challenges**

Some associations have experienced backend system and integration issues, requiring additional oversight and resources.

- **Capacity & Growth Management**

As programming expands—often through grant-funded initiatives—associations are evaluating staffing and operational capacity to ensure sustainability.

3. Successes

The Southeast District continues to demonstrate strong performance in education, collaboration, and community impact:

- **Successful Education & Training Programs**
Multiple well-attended classes, including ACU, Contracts, and Ninja Selling, have strengthened member knowledge and engagement.
- **Expanded Programming Through Grant Funding (ROCC)**
Strategic use of NAR grants has allowed for significant growth in education, outreach, and community programming without increasing financial burden.
- **Strong Member Engagement at Key Events**
High participation in Town Halls, education sessions, and networking events reflects increased member involvement across the district.
- **Implementation of MLS Data Checker**
Improved data accuracy and compliance through adoption of new MLS tools.
- **Successful District Collaboration & Event Funding**
The Southeast District successfully raised approximately \$6,000 in sponsorships for the Spring Social, demonstrating strong partnership and collaboration among associations.
- **Advocacy & Industry Impact**
Coordinated REALTOR® engagement contributed to legislative outcomes supporting property rights and the real estate industry.

Summary

The Southeast District remains focused on:

- Strengthening member engagement across a broad geographic footprint
- Delivering high-value education and professional development
- Expanding community involvement and advocacy efforts
- Enhancing collaboration between associations
- The SE District is also working to develop a plan to support leadership by strengthening the role of the SE District Vice President, ensuring it serves effectively as a liaison to communicate information between the district and leadership.

