



2023-2025 STRATEGIC PLAN

About the Denver Metro Association of Realtors®

The Denver Metro Association of Realtors® (DMAR), The Voice of Real Estate® in the Denver metro area, is a membership-based organization dedicated to advancing and protecting the real estate industry. With more than 8,000 Realtor® and Industry Partner members across the Denver metro area, we are currently the largest local Realtor® association in Colorado. We enable members to reach their maximum earning, and career potential while offering the highest level of service to their clients, and to the real estate community at large.

History

Founded on August 18, 2011, when the Denver Board of Realtors®, the Jefferson County Association of Realtors® and the North Metro Denver Realtor® Association voted to merge, DMAR carries the prestigious histories of those three Associations dating back to 1888. In September 2016, the Douglas Elbert Realtor® Association became part of DMAR.

Mission

DMAR is the Voice of Real Estate® in the Denver Metro Area. We are advocates, educators and industry leaders for Realtors® and our communities.

Values

Service Excellence
Professionalism
Diversity
Integrity
Forward-thinking

Strategic Plan

I. ELEVATE | DMAR raises professionalism through ethics, education and professional standards.

II. ADVOCATE | DMAR is the voice of real estate in the Denver region protecting and influencing property rights policy and access to housing for all.

III. SUCCEED | DMAR supports the success of its members and is essential to all stages of their careers.

IV. PROMOTE | DMAR promotes its real estate voice through market trends, public relations and community service.

V. GROW | DMAR continues its growth through leadership outreach, shared resources and strategic expansion.