



2023

VAIL BOARD OF REALTORS®

YEAR IN REVIEW



2023 LEADERSHIP

VBR, VMLS and VBRF leadership volunteer countless hours to promote and protect the real estate industry, and bring value to members.

VAIL BOARD OF REALTORS®

VBR Chair: Mike Seguin

VBR Chair-Elect: Cara Connolly

VBR Past Chair: Alex Griffin

VMLS Chair: Kira Taylor

Director: Ann Foster

Director: Crissy Rumford

Director: Cynthia Thrall

Director: Dawn Mullin

Director: Mark Gordon

Director: Robert Hermosillo

Director: Tiffany McCracken

Affiliate Liaison: Jon Morse

VAIL MULTI-LIST SERVICE

VMLS Chair: Kira Taylor

VMLS Chair-Elect: Adam Bartlett

VBR Chair: Mike Seguin

VBR Chair-Elect: Cara Connolly

Director: Ellyn Courtois

Director: George Streeter

Director: J.C. Hernandez

Director: Will Sipf

VAIL BOARD OF REALTORS® FOUNDATION

Chair: Dawn Mullin

Chair-Elect: Jennifer Coulson

Director: Ann Foster

Director: Stephanie Hart

Director: Julie Retzlaff

Director: Laura Sellards

COMMITTEES

Committees work to support and advise all three Boards of Directors to implement the organizations' strategic plans and visions.

AUDIT/FINANCE COMMITTEE
GOVERNMENT AFFAIRS COMMITTEE
COMMUNITY RELATIONS COMMITTEE
AFFILIATE COMMITTEE
RPAC COMMITTEE
VMLS COMMITTEE
VBRF SCHOLARSHIP COMMITTEE

STAFF

Staff supports and implements the initiatives of Boards and Committees to help bring value to our members and their businesses.

ASSOCIATION EXECUTIVE
Amy Reid

MLS DIRECTOR
Jessica Cliver

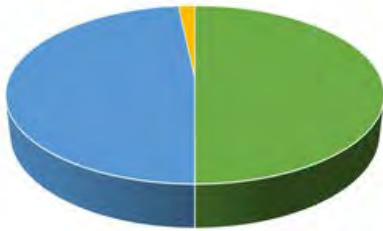
MEMBER SERVICES MANAGER
Matt Lang

EDUCATION & MARKETING MANAGER
Melanie McKinney

2023 FINANCIALS

We are pleased to report VBR and VMLS continue to be in great financial positions. We maintain adequate operational and capital reserves. Reserves are funded several years in advance.

VAIL BOARD OF REALTORS®

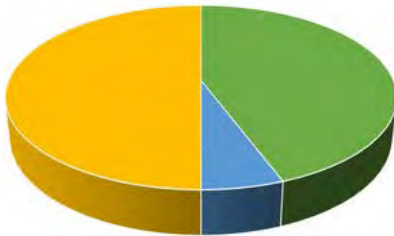


VBR REVENUE VS. EXPENSES

2023 Revenue \$847,205

2023 Expenses \$818,756

Net Income \$28,448



VBR BALANCE SHEET

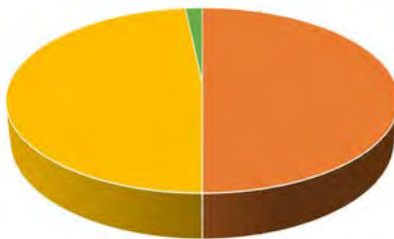
2023 Total Assets \$1,768,608

2023 Liabilities \$-228,234

Total Equity \$1,996,842

Total Assets of \$1,768,608 include Cash \$376,510 and Savings/Reserves of \$828,629.

VAIL MULTI-LIST SERVICE

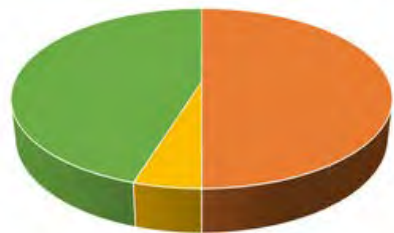


VMLS REVENUE VS. EXPENSES

2023 Revenue \$800,964

2023 Expenses \$774,212

Net Income \$26,751



VMLS BALANCE SHEET

2023 Total Assets \$342,852

2023 Liabilities \$33,165

Total Equity \$309,686

Total Assets of \$342,852 include Cash of \$95,414 and Reserves of \$210,845.

VBR/VMLS conducted its annual audit in 2023 for the 2022 and received a good report stating the financial statements of the VBR and VMLS were presented fairly and in accordance with Generally Accepted Accounting Procedures. VBR/VMLS will conduct an annual audit for 2023.

2023 FINANCIALS

How did we use our funds in 2023?

FREE EDUCATION

CONTINUED FUNDING OF RESERVES

VBR ONE-MONTH OF DUES DISCOUNT

SAFE SHOWING APP

DONATIONS TO THE VBR FOUNDATION

SUPPORT FOR DISASTER VICTIMS

REMINE OFFERED TO MLS MEMBERS

WELCOME HOME BAGS

CONTINUED OFFERING OF FOREWARN

AD CAMPAIGN TO PROMOTE REALTOR® BRAND



MEMBERSHIP

VBR's membership numbers increased in 2023. VBR had more than 84 new members throughout the year and then some attrition to make membership relatively flat year over year.

637

PRIMARY REALTORS®

2023 start to end: 598 to 637

147

SECONDARY REALTORS®

2023 start to end: 114 to 147

782

TOTAL REALTORS®

2023 start to end: 712 to 782

797

MLS PARTICIPANTS

2023 start to end: 728 to 797

288

OF REALTOR® OFFICES

2023 start to end: 265 to 288

195

AFFILIATE MEMBERS

2023 start to end: 186 to 195

84+

**NEW
MEMBERS**

COMMUNITY

The VBR, VMLS and VBRF contribute back to our mountain community, and communicate these efforts to promote the REALTOR® brand.

\$53K
+

OVER \$53,000 DONATED

to local community organizations and charities by the Vail Board of REALTORS® Foundation

22

22 SCHOLARSHIPS AWARDED

to Eagle County graduates attending a college, university or institution of higher learning. The amount totaled \$41,500 (up to \$2,000 to each student).

\$5K

\$5,000 DONATED DIRECTLY

to community members in need

MEMBER OF THE VAIL VALLEY PARTNERSHIP

WESTERN MOUNTAIN RESORT ALLIANCE MEMBERSHIP

ON-GOING CONSUMER CAMPAIGN TO PROMOTE OUR REALTORS® AND AFFILIATES.

ENGAGEMENT WITH COMMUNITY PARTNERS

MARKET STATS

A recap of the market for 2023.

Median Sales Price: \$1,547,500

+73
%

Total Closed Sales: 942

-38.5
%

+130
%

Median Days on Market: 23

Median Sold Price Per Sq Feet: \$783

+29
%

-36
%

Total New Listings: 1,306

Top Sales 2023

63 Avondale Lane, R-9, Beaver Creek | \$20,000,000

400 Vail Valley Drive #9, Vail | \$19,500,000

1904 Sendero Verde, Edwards | \$18,500,000

1481 Daybreak Ridge, Beaver Creek | \$18,000,000

645 Forest Road, Vail | \$15,995,000

VALUE ADDS

NEW PRODUCTS

VMLS moved our Member-to-Member Broadcast Email system to a user-friendly platform called "Gaggle Mail." This was done at no cost.

FREE EDUCATION

VBR once again provided free education to REALTORS® - with 64 classes and over 950 individuals attending!

TRAININGS & LEARNING

More MLS trainings and Lunch & Learn opportunities were offered in 2023, including two on-site Flexmls trainings and webinars on Offer Manager, REMINE, SafeShowings App, and Gaggle Mail.

WELCOME HOME BAGS

Almost 100 bags gifted by Realtors® in 2023. 725+ bags given to clients since program started in 2019. Each bag includes information on the value of REALTORS® and promotes Affiliate members.

NEW AFFILIATE DIRECTORIES

Improved the opportunities for Affiliates to be found by members and the public by offering a print and online directory. Print directories are placed in every Welcome Home Bag.

AFFILIATE EXPOS

Over 25 Affiliates participated in the June Business & Affiliate Expo, with approximately 90 visitors. Our smaller expos at Membership Meetings had 10 expo tables at each.

VALUE ADDS

ADVOCACY

The VBR hired a Government Affairs Consultant to improve VBR's ability to protect private property rights, expand homeownership, and protect the real estate industry.

REALFIRE®

REALFire® provides free wildfire assessments to Eagle County homeowners. In 2023, 203 individual assessments were performed across Eagle County, and 1,416 residences were served overall - including multi-united complexes.

VBR provided the initial money to establish this program in conjunction with Eagle County government. Similar programs has been adopted in other parts of the country.

THAT'S WHO WE R®

We continually promote the value of REALTORS® through digital and print advertising, social media, press releases, and stories in HOME magazine.

MEMBER EVENTS

Two General Membership Meetings in 2023 with a nationally known speaker and a legal update with two Colorado attorneys. We also hosted our Affiliate Appreciation Party, Installation Celebration, Holiday Party, and a special Mixer with Habitat for Humanity Vail Valley. These events are either free of charge or low-cost to all VBR members.

BIG THINGS IN 2023



JANUARY 2023

The VBR Foundation awards \$53,000 to 16 nonprofits serving the Eagle County community.



APRIL 2023

VBR joins the National Association of REALTORS® in celebrating Fair Housing Month.



MAY 2023

The VBR Foundation awarded 22 academic scholarships to Eagle County graduates attending a college, university or institution of higher learning. The amount totaled \$41,500. This was the scholarship's final year.



JUNE 2023

VBR hosted its 4th in-person Business & Affiliate Expo at EagleVail Pavilion with over 25 tables and approximately 100 visitors.

REALTORS®, Affiliates, Board members and staff participated in a Build Day with Habitat for Humanity.



JULY 2023

VBR co-hosts a mixer with community partner Habitat for Humanity.

The VBR hosts a new "Implicit Bias Override" course demonstrating its commitment to DEI. "Bridge the Gap Now with Intentional Inclusion 2.0." follows in October.



BIG THINGS IN 2023



AUGUST 2023

The VBR Community Relations Committee hosted a food drive to support the Community Market. Brokerages and Affiliates contributed over 1,000 pounds of food and non-perishable items to the cause!



SEPTEMBER 2023

The VMLS improves its Member-to-Member Broadcast Email by moving to a user-friendly platform called "Gaggle Mail." The transition is made efficiently and at no-cost.



OCTOBER 2023

VBR raises \$11,000 at "Saddle Up for RPAC" - a fundraiser to support the REALTORS® Political Action Committee. RPAC promotes the election of pro-REALTOR® candidates and helps protect the real estate industry.

We also received the RPAC Triple Crown Award for achieving goals in amount invested, participation, and Major Investors!



NOVEMBER 2023

The 2024 Board is sworn in at the Installation Celebration. Dawn Mullin of LIV Sotheby's International Realty is named REALTOR® of the Year, while Jessica DeStefano of Vacasa is Affiliate of the Year.



DECEMBER 2023

Our members gather together for the annual Holiday Party.

The VBR Foundation marks its 6th year as part of Colorado Gives Day, the largest day of online giving in the state.

LOOKING AHEAD

ONGOING ADVOCACY

The VBR will always advocate to protect private property rights and your ability to do business. We are watching carefully the developments with short-term rental restrictions, attainable housing, and wildfire preparedness.

MLS TRAININGS

We will continue to have a robust MLS training calendar in 2024, and we'll share with you in-person and online training opportunities in our weekly newsletter, VMLS updates, and online calendar.

FREE EDUCATION

VBR classes are free in 2024 for REALTOR® and Appraiser members. Some classes will be free for all members. Please check our education calendar.

INFOSPARKS

We've also brought in InfoSparks - an interactive market stats program that provides access to real-time, robust, live market stats going back 20 years. You can send info to clients, post to your website, and include data in newsletters.

LOCKBOX UPDATE TO SENTRIGUARD

New lockboxes will be stronger, more reliable, and smarter than any other electronic lockbox--so you can securely and conveniently access homes while creating great home showing experiences.

LISTING DATA CHECKER

This new tool helps ensure accurate data for you and the consumer.

CONTINUED CONSUMER CAMPAIGN

The VBR will continue to promote the value of REALTORS® and our Affiliates.

GROWING PARTNERSHIPS & EXPANDING ADVOCACY

The VBR will continue to cultivate and expand relationships with community partners, and continue our community advocacy and involvement

WORKFORCE HOUSING

The VBR, VMLS, and VBR Foundation wholeheartedly support affordable housing for our community. In 2023, the VBR Foundation narrowed its focus to supporting initiatives and organizations that create attainable housing solutions for all.

LOOKING AHEAD

GREAT MEMBER EVENTS & CLASSES!

Fair Housing Breakfast & Learn
April 11 | VBR classroom

That's My Money! Procuring Cause
May 15 | VBR classroom

NAR Ethics
May 16 | VBR classroom

Vail Pro Breakthrough Business Planning
May 20 | VBR classroom

Ins & Outs of the Listings Contracts
May 21 | VBR classroom

The Buyer's Champion: Mastering the
Art of Client Advocacy and Protecting
Commissions
May 21 | VBR classroom

Understanding the Colorado Real Estate
Commission's Position Statements
May 22 | VBR classroom

Making Green By Selling Green
June 4 | VBR classroom

Is Your Home Making You Sick?
June 4 | VBR classroom

At Home With Diversity (AHWD®)
June 12 | VBR

NAR Ethics
June 13 | VBR classroom

Business & Affiliate Expo
June 27 | EagleVail Pavilion

Accredited Buyers Representative (ABR)
August 20 & 21 | VBR classroom

Resort & Second Home Property Specialist
(RSPS)
August 22 | VBR classroom

Affiliate Appreciation
August 29 | TBD

Fall Membership Meeting
October 3 | Donovan Pavilion

Stay tuned for more classes, events and networking opportunities!
And visit members.vbr.net/classes-and-events-calendar.

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Chair-Elect: Ann Foster

Director: Alex Griffin

Director: Amy Yurcak

Director: Ashley Schleper

Director: Lesley Norton

Director: Stephanie Hart

Director: Meg Sierant

Director: Julie Retzlaff

