



2024

VAIL BOARD OF REALTORS®
YEAR IN REVIEW

2024 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: Cara Connolly

VBR Chair-Elect: Mark Gordon

VBR Past Chair: Mike Seguin

VMLS Chair: Adam Bartlett

Director: Alex Griffin

Director: Ann Foster

Director: Corey Lamothe

Director: Crissy Rumford

Director: Cynthia Thrall

Director: Dawn Mullin

Director: Jeanelle Chavez

Affiliate Liaison: Chrissie Davis

VAIL MULTI-LIST SERVICE

VMLS Chair: Adam Bartlett

VMLS Chair-Elect: Tiffany McCracken

VMLS Past Chair: Kira Taylor

VBR Chair: Cara Connolly

Director: Ellyn Courtois

Director: George Streeter

Director: JC Hernandez

Director: Greg Peterson

Director: Will Sipf

VAIL BOARD OF REALTORS® FOUNDATION

Chair: Jennifer Coulson

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

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
DIVERSITY, EQUITY, INCLUSION COMMITTEE
RPAC COMMITTEE
VMLS OPERATIONS COMMITTEE

STAFF

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

ASSOCIATION EXECUTIVE
Kendra Murray

MLS DIRECTOR
Jessica Cliver

MEMBER SERVICES MANAGER
Matt Lang

EDUCATION & MARKETING MANAGER
Melanie McKinney

2024 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

2024 Revenue \$818,579

2024 Expenses \$892,411

Net Income Net Income \$-73,832



VBR BALANCE SHEET

2024 Total Assets \$1,700,700

2024 Liabilities \$-181,158

Total Equity \$1,881,858

VAIL MULTI-LIST SERVICE



VMLS REVENUE VS. EXPENSES

2024 Revenue \$769,818

2024 Expenses \$753,881

Net Income \$15,937



VMLS BALANCE SHEET

2024 Total Assets \$359,026

2024 Liabilities \$41,693

Total Equity \$317,333

VBR/VMLS conducted its annual audit in 2024 for 2023 and received a good report stating the financial statements of VBR and VMLS were presented fairly and in accordance with Generally Accepted Accounting Procedures. VBR/VMLS will conduct an annual audit for 2024.

2024 FINANCIALS

How did we use our funds in 2024? A few examples are below.



FREE EDUCATION

45 educational offerings.

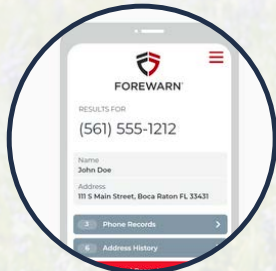
945+ attendees.

AD CAMPAIGN TO PROMOTE REALTOR® BRAND

Print ads - Vail Daily

Digital ads - VailDaily.com

Monthly feature and market stats in HOME.



FOREWARN APP

Offered at no cost to VMLS users.

This app provides real-time verification of individuals, enabling safer engagements and smarter interactions.

WELCOME HOME BAGS

This program promotes the REALTOR® brand and our Affiliates.

Offered for free to REALTORS® to gift these “swag” bags to homebuyer clients. Items are sponsored by Affiliates.



MEMBERSHIP

VBR's membership numbers increased in 2024. VBR had more than 70 new members throughout the year, and then some attrition to make membership relatively flat year over year.

657

PRIMARY REALTORS®

2024 start to end: 617 to 657

142

SECONDARY REALTORS®

2024 start to end: 133 to 142

799

TOTAL REALTORS®

2024 start to end: 750 to 799

751

MLS PARTICIPANTS

2024 start to end: 710 to 751

294

OF REALTOR® OFFICES

2024 start to end: 288 to 294

185

AFFILIATE MEMBERS

2024 start to end: 157 to 185

77+

NEW
MEMBERS

COMMUNITY

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



\$26K
+

OVER \$26,500 DONATED

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

Habitat for Humanity

Vail Valley Salvation Army

Vail Valley Mountain Trail Alliance

Swift Eagle Charitable Foundation



SPONSORSHIPS & COMMUNITY SUPPORT

Food Drive benefiting The Community Market.

Sponsorship & presence at Pride in the Park.

Fair Housing fund drive supporting community housing.

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 2024.

Median Sales Price: \$1,520,000

-1.8
%

Total Closed Sales: 1,007

+6.7
%

+30
%

Median Days on Market: 30

Median Sold Price Per Sq Feet: \$860

+9.8
%

-39
%

Total New Listings: 794

Top Sales 2024

107 Rockledge Road, Vail | \$40,000,000

331 Strawberry Park Road, Avon | \$25,200,000

2400 Castell Creek Road, Edwards | \$22,400,000

135 Strawberry Park Court, Avon | \$21,500,000

VALUE ADDS

NEW PRODUCTS

VMLS upgraded our service with ShowingTime, which unlocked new features in ShowingTime, including Offer Manager. VMLS also upgraded SentriLock lockboxes in June. SentriLock users were able to trade in for up to four free lockboxes.

FREE EDUCATION

VBR once again provided free education to REALTORS® - with 45 classes and over 950 individuals attending!

Education went beyond the basics, with At Home With Diversity, Accredited Buyer's Representative, and courses to prepare brokers for contract and compensation changes like "Brave New Coop World."

TRAININGS & LEARNING

Online MLS trainings on Offer Manager and InfoSparks. The VMLS will continue to offer trainings, or promote third-party trainings, to our MLS subscribers.

WELCOME HOME BAGS

This free program has been a success! Approximately 1,000 bags given to clients since program started in 2019. Each bag includes information on the value of REALTORS® and promotes Affiliate members.

AFFILIATE EXPOS

Over 25 Affiliates participated in the September Business & Affiliate Expo, with approximately 90 visitors. Our smaller expos at Membership Meetings had 8 to 10 expo tables at each.

VALUE ADDS

ADVOCACY

The VBR works with a Government Affairs Consultant to improve VBR's ability to protect private property rights, expand homeownership, and protect the real estate industry. We hosted a meeting for Board members and Government Affairs Committee members to meet Commissioner candidates.

REALFIRE®

REALFire® provides free wildfire assessments to Eagle County homeowners. Each year, over 100 individual wildfire assessments are performed across Eagle County.

Several VBR REALTORS® volunteer as ambassadors to promote the program to homeowners and HOAs.

VBR provided the initial money to establish this program in conjunction with the Eagle County government. Similar programs have 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 & MEETINGS

Two General Membership Meetings in 2024 with a nationally known speaker and an economic update with Lawrence Yun, National Association of REALTORS® Chief Economist. We also hosted our Installation Celebration and Holiday Party. These events are free of charge or low-cost to all VBR members.

We also kept Designated REALTORS®/Managing Brokers apprised of practice changes with two Managing Broker meetings featuring National Association of REALTORS® legal counsel presentations.

BIG THINGS IN 2024



JANUARY 2024

The VBR Foundation awards \$26,500 to five nonprofits serving the Eagle County community.



APRIL 2024

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



JUNE 2024

New SentiGuard® lockboxes arrived for VMLS users! Over the course of a week, members were able to trade in boxes for four free new boxes.

The newer models are more durable, have a longer battery life, stronger shackles, and have larger key compartments. New Flex Codes™ let users grant temporary access from 30 minutes up to 31 days.

Also in June, VBR hosted its 4th At Home With Diversity course demonstrating its commitment to Fair Housing and DEI. The DEI Committee sponsored and crewed a booth at "Pride in the Park."



AUGUST 2024


The VBR Community Relations Committee hosted its second food drive to support the Community Market. Brokerages and Affiliates contributed food and non-perishable items to the cause!

The VBR welcomed Association Executive Kendra Murray.



SEPTEMBER 2024

VBR hosted its 5th in-person Business & Affiliate Expo at EagleVail Pavilion with over 25 tables and approximately 90 visitors.



BIG THINGS IN 2024



SEPTEMBER 2024

Legends of Vail raised over \$33,000 for local housing solutions. In its fourth year, it was revised to become a showcase Vail Board of REALTORS® Foundation event. Approximately 120 guests reminisced and learned local history with stories from five Vail area legends.



OCTOBER 2024

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 2024

The 2024 Board is sworn in at the Installation Celebration. Crissy Rumford of Slifer Smith & Frampton Real Estate (now with LIV Sotheby's International Realty) is named REALTOR® of the Year, while Laura Putnam of National Property Inspections and Larry Mullin of Mullin & Associates tie for Affiliate of the Year.

David Cole and Rod Slifer, two of the VBR's founding members, were honored at the event. Dave and Rod were instrumental in creating the organization and in its continued success.



DECEMBER 2024

Our members gather together for the annual Holiday Party.

The VBR Foundation marks its 7th 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 2025, 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 2025 for REALTOR® and Appraiser members. Some classes will be free or discounted for all members. Please check our education calendar.

LISTING DATA CHECKER

This tool continues to ensure accurate data for you and the consumer.

CONTINUED CONSUMER CAMPAIGN

The VBR will continue to promote the value of REALTORS® and our Affiliates through print and digital advertising. A new Affiliate Directory and Guide will be available to members and the public.

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. We will continue supporting initiatives and organizations that create attainable housing solutions for all.

LOOKING AHEAD

GREAT MEMBER EVENTS & CLASSES!

Vail Pro® Designation courses
May 20 | Eagle County History
May 29 | Impact of Natural Resources
June 24 | REALFire® - Wildfire Awareness

Understanding the Colorado Real Estate
Commission Statements
June 17

Bias Override w/ Natalie Davis
August 5

Big Tent Diversity & Fair Housing
September 16

At the Corner of Smart Growth &
Sustainability
September 16

Habitat for Humanity Build Day
June 6 | Gypsum

Business & Affiliate Expo
June 12 | EagleVail Pavilion

Saddle Up for RPAC
August 6 | Chasing Rabbits

Affiliate Appreciation
August 21 | TBD

An Evening with Legends of Vail
September 4 | Westin Riverfront Resort

Fall Membership Meeting
October 9 | Park Hyatt Beaver Creek

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



Vail Pro® Wildfire/
REALFIRE®



April 2024 Membership
Meeting



Vail Pro® Eagle County
History

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