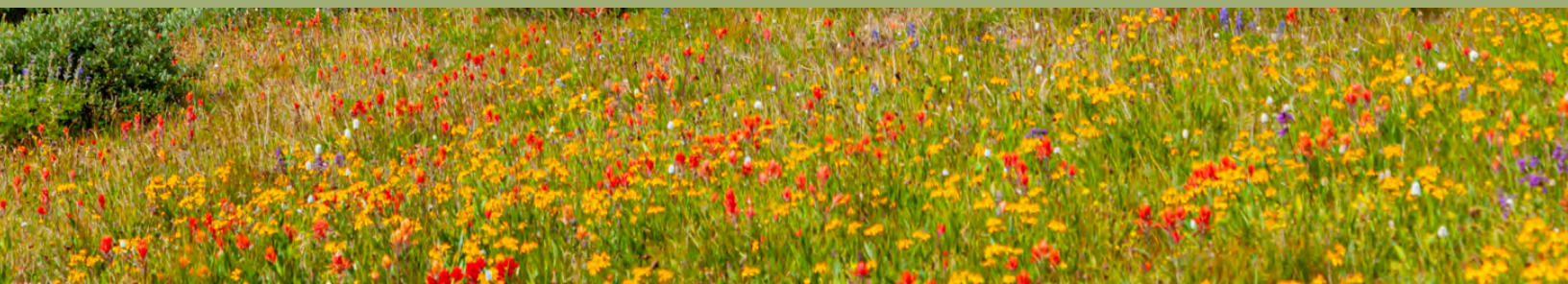




2025

VAIL BOARD OF REALTORS®

**YEAR IN REVIEW**



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# 2025 LEADERSHIP

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

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## VAIL BOARD OF REALTORS®

VBR Chair: Mark Gordon

VBR Chair-Elect: Ann Foster

VBR Past Chair: Cara Connolly

VMLS Chair: Tiffany McCracken

Director: Alex Griffin  
Director: Mike Seguin  
Director: Pat Barrett  
Director: Malia Nobrega

Director: Cynthia Thrall  
Director: Dawn Mullin  
Director: Jeanelle Chavez  
Affiliate Liaison: Chrissie Davis

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## VAIL MULTI-LIST SERVICE

VMLS Chair: Tiffany McCracken

VMLS Chair-Elect: Will Sipf

VMLS Past Chair: Adam Bartlett

VBR Chair: Mark Gordon

Director: Ann Foster  
Director: Carrie Larson

Director: Daned Kirkham  
Director: George Streeter

Director: Greg Peterson  
Director: Kevin Kuebert

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## VAIL BOARD OF REALTORS® FOUNDATION

Chair: Ann Foster

Chair-Elect: Ashley Schleper

Director: Jennifer Coulson  
Director: Amy Yurcak

Director: Lesley Davis

Director: Meg Sierant  
Director: Julie Retzlaff

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# COMMITTEES

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

Below are committees active in 2025.

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AUDIT/FINANCE COMMITTEE

GOVERNMENT AFFAIRS COMMITTEE

RPAC COMMITTEE

VMLS OPERATIONS COMMITTEE

DIVERSITY, EQUITY & INCLUSION COMMITTEE

COMMUNITY RELATIONS COMMITTEE

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# STAFF

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

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ASSOCIATION EXECUTIVE

Kendra Murray

MEMBER SERVICES MANAGER

Margaret Martinez

EDUCATION & MARKETING MANAGER

Melanie McKinney

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# 2025 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  
Balance Sheet  
12/31/25**



**Vail Board of Realtors  
Revenue vs. Expenses  
2025**



**Vail Multi-List Service  
Balance Sheet  
12/31/25**



**Vail Multi-List Service  
Revenue vs. Expenses  
2025**



VBR/VMLS conducted its annual audit in 2025 for 2024 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 2025.

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# 2025 FINANCIALS

How did we use our funds in 2025? A few examples are below.



## FREE EDUCATION

43 educational offerings.

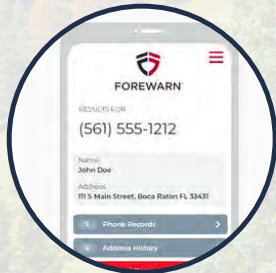
600+ attendees.

## 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.



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# MEMBERSHIP

**637**

PRIMARY REALTORS®

2025 start to end: 657 to 637

**128**

SECONDARY REALTORS®

2025 start to end: 142 to 128

**765**

TOTAL REALTORS®

2025 start to end: 799 to 765

**760**

MLS PARTICIPANTS

2025 start to end: 751 to 760

**289**

# OF REALTOR® OFFICES

2025 start to end: 294 to 289

**170**

AFFILIATE MEMBERS

2025 start to end: 185 to 170

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# COMMUNITY

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

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**\$17K**

\$17,000 DONATED


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

Habitat for Humanity Vail Valley

Vail Valley Mountain Trail Alliance


Swift Eagle Charitable Foundation

SPONSORSHIPS & COMMUNITY SUPPORT



Food Drive benefiting The Community Market collecting over 1,000 lbs of nonperishable food and items.

Build Day with Habitat for Humanity in June 2026.



Sponsorship & presence at Pride in the Park presented by Mountain Pride.

Sponsorship of Fiesta Americas presented by Mountain Recreation.

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

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# MARKET STATS

A recap of the market for 2025.

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Median Sales Price: \$1,465,500

-3.58  
%

+3.0  
%

Average Sales Price: \$2,556,161

Total Closed Sales: 1,031

+2.38  
%

+23  
%

Median Days on Market: 37

Median Sold Price Per Sq Feet: \$797

-7.32  
%

+93  
%

Total New Listings: 1537

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## Top Sales 2025

165 Forest Road Vail, | \$33,000,000

344 Beaver Dam Road Vail | \$32,150,000

315 Mill Creek Circle Vail | \$26,000,000

443 Beaver Dam Road Vail | \$25,750,000

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# VALUE ADDS

## FREE EDUCATION

VBR once again provided free education to REALTORS® - with 43 classes and over 600 individuals attending.

Education went beyond the basics, with “Big Tent Diversity & Fair Housing,” “The ‘Dos and Don’ts’ of Serving Clients with Special Needs,” “Buyer’s Agent Bootcamp,” and a special “Fire Free Five” presentation with Vail Fire and Emergency Services.

## WELCOME HOME BAGS

This free program has been a success and promotes REALTOR® and Affiliate members.

Approximately 1,600 bags have been given to home buyers since program started in 2019.

## AFFILIATE EXPOS

The 2025 spring and fall Affiliate Expos had 21 Affiliates that participated. These expos are part of the VBR membership meetings, and each event had 100+ attendees.

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# 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.

Within the Colorado Legislature, bills related to Artificial Intelligence (AI) were of primary interest to REALTORS® in 2025, including a bill that included identity verification or fraud prevention applications, such as FOREWARN.

## 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.

## MEMBER EVENTS & MEETINGS

Two General Membership Meetings in 2025 with nationally known speakers who are real estate agents and REALTORS® - John Young and Josh Cadillac. John shared "Creative, Inexpensive & Unique Ways to Grow Your Business!" Josh motivated us with "CEO for Life: Be the Leader in Your Own Life."

We also hosted our Installation Celebration and Holiday Party. These events are free of charge or low-cost to all VBR members.

We kept Designated REALTORS®/Managing Brokers apprised of practice changes with Managing Broker meetings and an MLS Forum with the WAV Group.

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# BIG THINGS IN 2025



JANUARY 2025

The VBR Foundation awards \$17,000 to three nonprofits serving the Eagle County community. These nonprofits provide programs or services for permanent or temporary housing in our community.



APRIL 2025

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



JUNE 2025

VBR and VMLS board, staff, and committee members joined thousands of fellow REALTORS® in Washington, D.C. to meet with legislators and advance the real estate profession through powerful, impactful policy advocacy.



AUGUST 2025

The VBR partnered with Keller Williams Mountain Properties and Vail Valley Partnership to present a panel discussion on property and health insurance in Colorado. Professionals who volunteered their time and expertise included the Colorado Insurance Commissioner, General Counsel for the Colorado Association of REALTORS®, and affiliate Jon Morse with Comparion Insurance Agency.



AUGUST 2025

VBR raises \$15,500 at "Saddle Up for RPAC" - an event to support the REALTORS® Political Action Committee. VBR met and surpassed its goal for 2025 with 14 generous investors attending the event.

RPAC promotes the election of pro-REALTOR® candidates and helps protect the real estate industry.



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# BIG THINGS IN 2025



## SEPTEMBER 2025

VBR hosted “Fire Free Five,” a Zoom presentation with Vail Fire and Emergency Services regarding a proposal to help protect homes and property, as well as all residents and guests, from the threat of wildfire.



## SEPTEMBER 2025

The Vail Board of REALTORS® Foundation hosted “An Evening with Legends of Vail” to support local housing solutions. Over 110 guests attended this showcase Vail Board of REALTORS® Foundation event to reminisce with stories from three Vail area legends - Gail Ferry, Rocky Christopher, and Craig Denton.



## NOVEMBER 2025

The 2025 Board is sworn in at the Installation Celebration. Alex Griffin with LIV Sotheby’s International Realty is named REALTOR® of the Year, while Chrissie Davis of East West Hospitality is Affiliate of the Year.

Frank McKibben is recognized for his contributions to our organization and the real estate profession with a Lifetime Achievement Award.



## DECEMBER 2025

Our members gather together for the annual Holiday Party.

The VBR Foundation marks its 8th year as part of Colorado Gives Day, the largest day of online giving in the state.

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# 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 have a robust MLS training calendar in 2026, and we'll share with you in-person and online training opportunities in our weekly newsletter, VMLS updates, and online calendar.

## CRS DATA SUITE

This tool is a property data and prospecting platform available to VMLS subscribers and is accessible directly through the MLS system.

## LISTING DATA CHECKER

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

## FREE EDUCATION

VBR classes are free in 2026 for REALTOR® and Appraiser members. Some classes will be free or discounted for all members. Please check our education calendar.

## CONTINUED CONSUMER CAMPAIGN

The VBR will continue to promote the value of REALTORS® and our Affiliates through print and digital advertising. An 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!

At Home With Diversity (AHWD)

May 7 | On Zoom

This designation course with the National Association of REALTORS® also qualifies for the Vail Pro® Designation!

May 20 | NAR Ethics

May 20 | Fair Housing

Habitat for Humanity Build Day

June 5 | Gypsum

June 25 | Colorado Mountain Contracts

June 25 | Your Frequently Asked Questions Answered

Business & Affiliate Expo

June 2026 | Location TBD

Save the Date!

An Evening with Legends of Vail

September 3 | Westin Riverfront Resort

Other Vail Pro® Designation courses

June 10 | Eagle County History

June 11 | REALFire® - Wildfire Awareness



[bit.ly/VBRcalendar](https://bit.ly/VBRcalendar)



Vail Pro® Wildfire/  
REALFIRE®



April 2025 Membership  
Meeting



Vail Pro® Eagle County  
History

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# 2026 LEADERSHIP

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

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Director: Chloe Rogers

Director: Cynthia Thrall

Director: Dawn Mullin

Director: Pat Barrett

Affiliate Liaison: Chrissie Davis

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VMLS Chair-Elect: Chris Irving

VMLS Past Chair: Tiffany McCracken

VBR Chair: Ann Foster

Director: Carrie Larson

Director: Malia Nobrega

Director: Daned Kirkham

Director: Kendal Beer

Director: Lindsay Bruce

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