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REALTOR® APPRECIATION

• BREAKFAST & VENDOR FAIR •

SMDRA loves our REALTORS®, this event is to celebrate YOU!



KEYNOTE SPEAKER

DR. JESSICA LAUTZ

Deputy Chief Economist & Vice President of Research National Association of REALTORS®



A NEW ERA OF HOME BUYERS IS HERE

The real estate market never stands still—and neither do today’s buyers and sellers. From shifting expectations about how we live and use our homes to entirely new ways of searching and buying, the housing landscape is undergoing rapid transformation. Today’s consumers are redefining what “home” means, how they find it, and what they expect from their real estate professional along the way.

At the same time, affordability challenges and limited inventory have made the journey to homeownership more complex than ever. Yet, buyers are proving resilient—finding creative and innovative ways to break into the market despite these headwinds.

Layered on top of this is a profound demographic shift. The question is no longer just what homes people want—but who today’s housing consumers are. Who is today’s buyer and seller? What motivates them? And how must agents and brokers evolve to meet—and exceed—their expectations?

This session dives into the changing face of real estate, offering insights into consumer trends, emerging behaviors, and the evolving role of the real estate professional in a dynamic market.

- DATE: Friday, September 25, 2026
- TIME: 7:45am to 9:00am - Vendor Fair
9:00am to 10:30am - Breakfast & Speaker
10:40am to 11:45am - Vendor Fair
- VENUE: Hyatt Regency DTC
7800 E Tufts Avenue, Denver, CO
- COST: Free for SMDRA REALTOR® Members
\$45 Affiliates without Vendor Table
\$55 Non-Members/Guests
- RSVP: bit.ly/2024-Realtor-Appreciation

VISIT OUR VENDOR FAIR!

Featuring SMDRA Affiliate Industry Partners! Learn more about products and services that can help you build your real estate dream team to better serve your clients! You **MUST RSVP** to attend this event!