



Oregon REALTORS®  
**YEAR IN  
REVIEW**

2024



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Note from

# 2024 PRESIDENT ASHLEIGH FORDHAM

Oregon REALTORS®,

As 2024 draws to a close, I find myself reflecting on a year filled with challenges, opportunities, and meaningful achievements. Serving as your President during a season of adversity has been an incredible honor, and I am proud of what we have accomplished together, as an organization.

This year, we made significant strides in addressing critical issues facing our industry. A major victory in the Legislative short session was the passage of HB 4058, which addressed the harmful 40-year right-to-list contracts, placed perimeters around wholesaling, and mandated the use of buyer representation agreements. This legislation is a testament to our collective advocacy efforts and our commitment to maintaining ethical standards and the protection of consumer rights. A key priority this year was leading our industry through significant practice changes by fostering meaningful connections across our state. To ensure these transitions were implemented effectively, the Leadership Team engaged directly with Managing Principal Brokers and their agents in every region of Oregon.

Through our Navigating Challenges Forums, we conducted over 50 office visits, reaching thousands of REALTORS® across Oregon. These forums provided a vital platform for collaboration, equipping brokers and agents with the tools, resources, and clarity needed to adapt and thrive amidst the evolving landscape of our profession. This initiative underscored our commitment to ensuring that every member could navigate these changes confidently and successfully.

In 2024, Oregon REALTORS® surpassed the RPAC Triple Crown participation goal of 18% by more than 4%, reinforcing our commitment to advocacy and the strength of our collective voice. While RPAC remains a focus and allows our organization to be effective at supporting REALTOR® Party candidates, I would be remiss not to highlight the incredible work and partnership with our Government Affairs team and dedicated lobbyists, who worked tirelessly this past year for balanced solutions that benefited both REALTORS® and the communities we serve.



Through continued collaboration with stakeholders across the aisle, we strengthened our ability to address industry challenges and build consensus on critical issues, such as housing affordability and inventory.

Beyond advocacy, we've continued to support our members with innovative solutions by way of our highly regarded forms and creative strategies to address the evolving pressures of real estate transactions, education opportunities, and access to an incredible legal team that supports our members businesses each day.

None of this would have been possible without the dedication and passion of our members, leadership, and staff. Their unwavering commitment to excellence and professionalism has been the driving force behind our success.

As I pass the gavel to our incoming President, I am confident that our organization will continue to build on the momentum. Together, we will face the challenges of tomorrow with the same resolve that has carried us through this year.

Thank you for allowing me the privilege of serving as your President. It has been a profound honor to represent and lead this incredible community in a season of adversity.



With sincere gratitude,

2024 Oregon REALTORS® President



# BEST OF 2024

Dear Oregon REALTORS®,

2024 proved to be an exceptional year for Oregon REALTORS® with continued development and delivery of programs and services to help our members flourish. Keeping our members at the forefront will always be our top priority. I am honored to share just a few of the many successful accomplishments of 2024.

- Graduated 20 members from the Oregon Leadership Academy representing 12 local associations from across the state
- Held the third Fair Housing Summit, which saw 162 registrants
- Hosted the fourth annual Empowering Women in Real Estate event with over 80 attendees from lending, title, escrow, and REALTOR® backgrounds
- The HOME Foundation awarded more than \$125,000 to 501(c)3 organizations committed to helping more Oregonians achieve the dream of homeownership
- Held the first in-person Oregon Housing Economic Summit since 2019 with over 200 attendees from the banking, home building, and real estate industries
- Increased member engagement through hosting our Navigating Challenges Forums, reaching all parts of the state



Please enjoy the 2024 Year in Review, which showcases all of the above and more. I hope you will be as proud of your association as I am to work on your behalf. Oregon REALTORS® staff is a driven and innovative team, always seeking out the next program and service that will help make you the best in the business. Thank you for being part of such an amazing industry.

*Jimmy Pakula*

# 2023-2025 STRATEGIC PLAN



## MISSION

We unify and serve our members and local associations by providing the resources and tools for their success.

## VISION

Oregon REALTORS® is the trusted source for all things real estate.

### ADVOCATE

Expand our political strength and influence throughout Oregon to protect private property rights, fair housing, and to promote real estate ownership.

- Protect each member's right to do business.
- Support legislative policy and candidates for public office.
- Encourage grassroots efforts through key constituent program and candidate training.
- Affect license law to balance the needs of the industry, business practices and consumer protection.
- Expand investment in the REALTORS® Political Action Committee.
- Promote REALTOR® Party benefits to expand the use of programs at the local, state, and national levels.

### EDUCATE

Empower members and local associations to increase involvement, inclusivity, and professionalism.

- Analyze member needs and emerging industry trends through research and feedback to effectively allocate resources.
- Provide high quality and timely educational opportunities and risk management tools that support member professional development.
- Equip local associations and principal brokers with tools and knowledge to support their diverse members.

### COLLABORATE

Foster strong relationships between our diverse members and communities.

- Provide regular opportunities for member engagement and interaction.
- Seek new partners to promote strong communities.
- Promote job growth and economic development.

### LEAD

Advance a culture of leadership development to expand REALTOR® influence.

- Be the "Voice for Real Estate" by delivering information to enhance the value of the REALTOR® brand.
- Elevate our image through involvement in other organizations and the community.
- Cultivate leaders who represent the diversity of our state and membership.
- Leverage the value and experience of our legacy leaders.
- Ensure the Association's structure is strategically focused and encourages participation from our diverse membership.

# EXECUTIVE COMMITTEE

A 14-member Executive Committee oversees the work of Oregon REALTORS®. Six District Vice Presidents represent each of the districts. Chairs of Key Committees, the Immediate Past President, the President-Elect also serve, and are led by the President of the Association.



Ashleigh Fordham  
2024 President



Brent Landels  
2024 President-Elect



Grace Bergen  
Immediate Past  
President



Rod Barker  
District 1 Vice  
President



Michael Kessinger  
District 2 Vice  
President



Karen Church  
District 3 Vice  
President



Devin Zupan  
District 4 Vice  
President



Michael Warren II  
District 5 Vice  
President



Julie Gilbert  
District 6 Vice  
President



Rita Ketler  
Business Issues Key  
Committee Chair



Robin Springer  
Government Affairs  
Key Committee Chair



Patti Williamson  
Political Affairs Key  
Committee Chair



David Adolf  
Professional  
Development Key  
Committee Chair



Ashley Contreras  
Diversity Key  
Committee Chair

# GOVERNANCE STRUCTURE

## + LEADERSHIP

### President

- Ashleigh Fordham, Mid Valley

### President-Elect

- Brent Landels, Cascades East

### Immediate Past President

- Grace Bergen, Springfield

### NAR Region 12 Vice President

- Evelyn Arnott, Alaska REALTORS®

## + DISTRICT VICE PRESIDENTS

### District 1

- Rod Barker, East Metro

### District 2

- Michael Kessinger, Lincoln County

### District 3

- Karen Church, Eugene

### District 4

- Devin Zupan, Rogue Valley

### District 5

- Michael Warren II, Cascades East

### District 6

- Julie Gilbert, Mid-Columbia

## + COMMITTEE CHAIRS

### Business Issues

- Rita Ketler, Mid-Columbia

### Government Affairs

- Robin Springer, Portland Metro

### Political Affairs

- Patti Williamson, Mid Valley

### Professional Development

- David Adolf, Lincoln County

### Diversity

- Ashley Contreras, Mid Valley

### Elections

- Jeff Wiren, Portland Metro

### Finance Review

- Nan Wimmers, Mid-Columbia

### Legal Action

- Kim Carty, Portland Metro

### Safety

- Courtney Benson, Cascades East

### Issues Mobilization

- David Duncan, Eugene

### ORPAC Trustees

- Freddy Saxton, Lincoln County

### REALTOR® of the Year/Distinguished Service Award

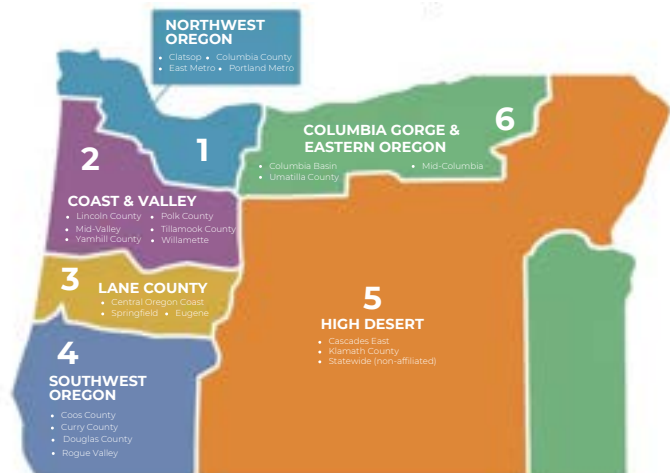
- Drew Coleman, Portland Metro

### Professional Standards

- Kelly Ranstad, Eugene

### HOME Foundation

- Sarah Malarkey, Portland Metro



# LOCAL BOARD EVENTS

Each year we're excited to be part of events held by local associations across Oregon. From the installation of officers to sharing information and training, we're proud to support local associations.

## Oregon Local Associations

Cascades East, Central Oregon Coast, Clatsop, Columbia Basin, Columbia County, Coos County, Curry County, Douglas County, East Metro, Eugene, Klamath County, Lincoln County, Mid-Columbia, Mid Valley, Polk County, Portland Metropolitan, Rogue Valley, Springfield, Tillamook County, Umatilla County, Willamette, Yamhill County.



# NAR EVENTS

Oregon REALTORS® members attended a number of engaging events held by the National Association of REALTORS® focusing on advocacy, professional development, leadership, and industry change. Some of these events include NAR Legislative Meetings, REALTOR® Party Training Conference, and NAR NXT Conference. These events provide REALTORS® the opportunity to stay current on industry issues, network with other professionals, and keep up with ever-changing trends.



# BUYER BROKER AGREEMENT RESOURCE HUB

When the proposed settlement was announced on March 13, we immediately began training our members on how to lawfully and ethically navigate under the proposed rules. We launched our NAR Litigation and Buyer Broker Agreement Resource Hub and updated forms to make the new practices easy for both consumers and brokers. In addition, we answered hundreds of Legal Hotline questions to help Oregon REALTORS® members not just survive, but thrive in the new real estate environment.

## + BBA HUB

We put together this resource hub so members would know the facts about buyer representation agreements, learn what the proposed settlement says about cooperative compensation, and have access to tools for transparent discussions with clients.

### UNDERSTANDING THE SETTLEMENT

NAR announced a settlement agreement that would end litigation of most claims brought on behalf of home sellers related to broker commissions. The settlement resulted in new NAR rules for NAR-affiliated MLSs that require buyer representation agreements for MLS participants.

## + FAQs

These FAQ provided guidance on common questions related to the practice changes required by the NAR settlement agreement and Oregon's new law HB 4058.

## + CLASSES

We offered training classes to help REALTORS® navigate the settlement changes and new buyer-broker agreement requirements. These sessions cover compliance, ethical representation, legal implications, and client communication, providing practical tools to succeed in the evolving industry.



# NAVIGATING CHALLENGES FORUMS

The top priority at Oregon REALTORS® in 2024 was helping members work and succeed within the changing landscape created by the verdict and subsequent settlement in the Sitzer/Burnett lawsuit. The main settlement takeaway for most members was the new requirement for a buyer-broker agreement.

After the proposed terms of the settlement were released, we immediately began training members to proceed lawfully and ethically under the proposed rules. We conducted Navigating Challenges Forums around the state and via webinars, talking to thousands of REALTORS® about what the changes meant and how to prosper. The forums provided a platform for brokers and agents to collaborate and adapt with a clear focus on how to best serve clients.

**50**  
Navigating Challenges  
Forums Held



# RULEMAKING UPDATES

## + OREGON HOUSING NEEDS ANALYSIS — DEPARTMENT OF LAND CONSERVATION & DEVELOPMENT

House Bill 2001 (2023) established the Oregon Housing Needs Analysis (OHNA) and directed the Land Conservation and Development Commission (LCDC) to implement the program in two phases. On December 5, 2024, the LCDC completed the first phase, adopting rules on Housing Needs & Production and Housing Accountability. These rules aim to guide cities in addressing housing production, affordability, and choice based on local conditions.

The first phase, spanning about a year, involved nine Rulemaking Advisory Committee meetings, 15 Housing Needs & Production TAC meetings, and 14 Housing Accountability TAC meetings. The second phase will focus on rules for land capacity and urbanization, as well as guidance materials and adoption-ready actions.

## + INDEXING FIRST-TIME HOME BUYER SAVINGS ACCOUNTS BENEFITS TO INFLATION — DEPARTMENT OF REVENUE

House Bill 4007 (2018), which established First-Time Home Buyer Savings Accounts (FTHBSAs), contained a provision allowing the Department of Revenue (DOR) to adjust the applicable tax subtraction limits to the change in the Consumer Price Index (inflation). Until this year, the DOR had not established a process to do so. With the passage of SB 1527 (2024), our concept to expand access to FTHBSAs, the DOR decided to create a rule establishing a process to adjust the tax subtraction limits to inflation. Thanks to consensus from all stakeholders participating in the rulemaking meeting, the DOR adopted a rule to adjust limits for future tax years to the change in inflation since 2019!

## + WHOLESALER REGULATION; WRITTEN AGREEMENTS FOR REAL ESTATE SERVICES — OREGON REAL ESTATE AGENCY

HB 4058 (2024) requires real property wholesalers to register with the Oregon Real Estate Agency (OREA) and mandates written agreements between real estate licensees and clients. OREA developed rules for wholesalers who are not licensed real estate agents, covering registration, background checks, renewals, and disclosure standards. For licensed wholesalers, rules were established regarding covered parties and disclosure requirements.

The rules also define the required content for written agreements. Listing agreements must include the broker's license number and exclusivity details, while buyer agreements must outline broker obligations, buyer search criteria, compensation structure, and conditions for termination by either party.

# LEGISLATIVE RECAP

The 2024 Legislative Session was a resounding success for Oregon REALTORS®. We helped numerous bills pass, including our requested bill for 2024 (HB 4058), a reintroduced version of one of our 2023 requested bills (SB 1527), and Governor Kotek’s policy and funding package (SB 1537 & SB 1530) to increase housing production, ensure accountability, address land supply, and fund related programs. You can learn more about these bills and other bills we engaged with in our [2024 Legislative Report](#). Below is a recap of some of the key bills we tracked this year. We look forward to the 2025 Legislative Session, which we hope will deliver even more wins for the industry!

## HOUSING PRODUCTION & LAND USE +

SB 1537 & SB 1530

Cuts Red Tape for Housing Production & Land Supply; Program Funding



HB 4026

Clarifies that Urban Growth Boundary Expansions Can’t Be Referred to the Ballot  
Note: Legal challenge pending



HB 4134

Funds Specified Infrastructure Projects to Support Housing Production



SB 1564

Directs Land Conservation & Development Commission to Adopt Optional Housing & Urbanization Model Ordinances for Cities



## SUPPORTING HOMEOWNERSHIP

SB 1527

Increases Access to First-Time Home Buyer Savings Accounts



## BUSINESS REGULATION, OREGON REAL ESTATE AGENCY

HB 4058

Regulates Residential Property Wholesaling; Prohibits Long-Term Predatory Contracts; Requires Use of Written Representation Agreements for Real Estate



## LANDLORD-TENANT

HB 4126

Removes Prohibition on Local Government Adoption of Rent Control



SB 1529

Allows Maximum Reimbursement Under the Housing Choice Landlord Guarantee Program to be Increased by Rule



# ELECTION RESULTS & RPAC BY THE NUMBERS

## ELECTION RESULTS

The 2024 general election brought several significant changes to Oregon. Fortunately, Measure 118, which would have imposed a 3% gross receipts tax on many Oregon businesses to fund a universal basic income experiment, was resoundingly rejected by voters. With support from NAR, we helped fund the campaign to defeat the measure.

At the federal level, voters in Oregon's third Congressional District (OR-3) elected Representative Maxine Dexter (D), the most recent Chair of the House Committee on Housing and Homelessness, to fill the open seat currently held by Congressman Blumenauer. In the fifth Congressional District (OR-5), voters elected Representative Janelle Bynum (D), who has served as a State Representative since 2017.

At the statewide level, voters elected former House Speaker Dan Rayfield (D) to serve as Attorney General, former Ways and Means Co-Chair Elizabeth Steiner (D) to serve as State Treasurer, and current State Treasurer Tobias Read (D) to serve as Secretary of State. Oregon REALTORS® has worked well with all three candidates, and ORPAC supported each of their campaigns.

With only one exception, every ORPAC-supported candidate for a seat in the Oregon Legislature won their election. Overall, Democrats flipped two seats previously held by Republicans — one in the House and one in the Senate — to regain supermajorities in both chambers. While this unquestionably changes the political dynamics in the Oregon Legislature, Oregon REALTORS® will continue to work with legislators on both sides of the aisle to protect and advance the interests of the real estate industry.

## RPAC BY THE NUMBERS



**\$358,663**  
Raised



**22.27%**  
Participants



**144**  
Major  
Investors



**20**  
President's Circle  
Members

# RPAC HALL OF FAME

The Hall of Fame recognizes dedicated members who have made a significant commitment to RPAC over the years by investing an aggregate lifetime amount of at least \$25,000.



Rick Harris  
Rogue Valley



Debra Gisriel  
Cascades East



Drew Coleman  
Portland Metro



Carol Dozois  
Eugene



David Hemenway  
Eugene



Pat Kaplan  
Portland Metro



Eva Sanders  
Portland Metro



John Baker  
Cascades East



Stacey Boals  
Rogue Valley



Kerri Hartnett  
Portland Metro



Mike Kozak  
Cascades East



Brent Landels  
Cascades East



Helen Marston  
Cascades East



Colin Mullane  
Rogue Valley



Jenny Pakula  
Oregon REALTORS®



Jill Russel  
Klamath County



Jeremy Starr  
Eugene



Nan Wimmers  
Mid-Columbia



Bernard Young  
Rogue Valley



John Zupan  
Rogue Valley

# RPAC MAJOR INVESTORS

## PLATINUM R (\$10,000)

Drew Coleman	Portland Metro
Brent Landels	Cascades East
Rick Harris	Rogue Valley
Cascades East Association of REALTORS®	
Oregon REALTORS®	
Oregon Real Estate Forms	
Portland Metropolitan Association of REALTORS®	

## GOLDEN R (\$5,000)

Casie Conlon	Cascades East	John Zupan	Rogue Valley
Lindsey Culver	Portland Metro	Cat Zwicker	Cascades East
Ashleigh Fordham	Mid Valley	East Metro Association of REALTORS®	
Julie Gilbert	Mid-Columbia	Oregon Data Share, LLC	
David Hemenway	Eugene	Southern Oregon MLS	
Michele Holen	Portland Metro		
Pat Kaplan	Portland Metro		
Tony Kelly	Portland Metro		
Helen Marston	Cascades East		
Colin Mullane	Rogue Valley		
Jenny Pakula	Oregon REALTORS®		
Jill Russel	Klamath County		
Freddy Saxton	Lincoln County		
Greg Whistler	East Metro		
Devin Zupan	Rogue Valley		

# RPAC MAJOR INVESTORS

## CRYSTAL R (\$2,500)

David Adolf	Lincoln County	Jeff Sorg	Portland Metro
Courtney Benson	Cascades East	Michael Warren II	Cascades East
Hector Garcia	Mid Valley	Jeff Wiren	Portland Metro
Rob Levy	Portland Metro		
Sue O'Halloran	East Metro		
Jenn Schaake	Cascades East		

## STERLING R (\$1,000)

Susanna Abrahamson	Cascades East	Karen Church	Eugene
Todd Adams	Portland Metro	Christopher Cox	Cascades East
Lisa Albrecht	Portland Metro	Doniella Cox	Cascades East
Javier Alomia	Portland Metro	Chad Currey	Oregon REALTORS®
Vicki Arnold	East Metro	Carrie Dahle	Rogue Valley
Kim Arscott	Eugene	Richard Day	Lincoln County
John Baker	Cascades East	Stacy DeHart	Eugene
Grace Bergen	Springfield	Robert Delavan	Portland Metro
Cory Bettesworth	Cascades East	Chelsea Dietmeyer	Springfield
Mike Blankenship	Central Oregon Coast	Jennifer Dorsey	Cascades East
Stacey Boals	Rogue Valley	Dayna Durant-Sellers	Klamath County
Brenda Bonebrake	Mid Valley	Janine Duronslet	Lincoln County
Angela Boothroyd	Cascades East	Stacy Ellingson	Klamath County
Mike Burkhard	Lincoln County	Donald Falk	Portland Metro
Jillian Burris	Central Oregon Coast	James Farley	Umatilla
Garett Chadney	Lincoln County	Zach Fischer	Mid Valley

# RPAC MAJOR INVESTORS

## STERLING R (\$1,000)

Brandie Foster	Cascades East	Tyler King	Portland Metro
Lester Friedman	Cascades East	Mike Kozak	Cascades East
Mel George	Portland Metro	Scott Lewis	Rogue Valley
Michele Gila	Portland Metro	Ron Liedkie	Mid Valley
Lynlei Gilleo	Lincoln County	Heather Lowrie	Cascades East
Amy Graham	Lincoln County	Mariah Luelling	Cascades East
Allison Greiner	Portland Metro	Melody Luelling	Cascades East
Tina Grimes	Rogue Valley	Ryan Luelling	Cascades East
Kelly Gustafson	Eugene	Kathy MacNaughton	Portland Metro
Scott Halligan	Portland Metro	Michelle Maida	Portland Metro
Kerri Hartnett	Portland Metro	Kelly Martin	Mid Valley
Louie Hoffman	Cascades East	Shannon Mason	Eugene
Richard Hoffman	Lincoln County	Melissa McGuire	Eugene
Matthew Honeycutt	Curry County	Lynnea Miller	Cascades East
John Hoops	Springfield	William Mohring	Portland Metro
Lauren Horn	Klamath County	Angie Mombert	Cascades East
Sally Jacobson	Cascades East	James Montgomery	Mid Valley
Fred Johnson	Cascades East	Molly Mullane	Rogue Valley
Melissa Johnson	Central Oregon Coast	Shane Myhre	Rogue Valley
Martin Justus	Oregon REALTORS®	Lisa Nishioka	Portland Metro
Mike Kerlinger	Rogue Valley	Lori Palermo	Springfield
Michael Kessinger	Lincoln County	George Perkins	East Metro
Rita Ketler	Mid-Columbia	Nancy Perkins	East Metro
David Keyte	Cascades East	Melissa Peterson	Portland Metro

# RPAC MAJOR INVESTORS

## STERLING R (\$1,000)

Tanya Peterson	Portland Metro	Crystell Wise	Central Oregon Coast
Andee Phillips	Cascades East	Evonne Woods-Quesada	Klamath
Danielle Powell	Cascades East	Bernard Young	Rogue Valley
Kelly Ranstad	Eugene	Rochelle Yukich	Portland Metro
Craig Reger	Portland Metro	Teresa Zamora	Rogue Valley
Sarah Renard	Portland Metro	Pam Zielinski	Tillamook County
Eva Sanders	Portland Metro	Duke Warner - Bend	
Celeste Schmorde	Eugene	Stellar Realty NW - Bend	
DeAnna Sickler	Rogue Valley		
Robin Springer	Portland Metro		
Jeremy Starr	Eugene		
Lori Stenshoel	Eugene		
Angela Stuckart	Willamette		
Evan Swanson	Portland Metro		
Dana Terhune	Portland Metro		
Cindy Thackery	Portland Metro		
Christina Tsutsui-Tharp	Cascades East		
Rita Marie Verdugo	Springfield		
Kurt Von Wasmuth	Portland Metro		
Amy Walsh	Portland Metro		
John Walsh	Portland Metro		
Troy Wilkerson	Portland Metro		
Joseph Williams	Springfield		
Nan Wimmers	Mid-Columbia		

# OREGON HOUSING ECONOMIC SUMMIT

More than 200 attendees gathered in Salem to discuss housing trends. Governor Tina Kotek delivered the keynote address, highlighting upcoming initiatives and receiving the National Association of Homebuilders Defender of Housing Award — the first governor to receive this honor. Speakers included economist Dan Brown on housing market trends, the Unlocking Home Ownership Coalition on 2025 plans, and a roundtable featuring lawmakers exploring housing solutions.

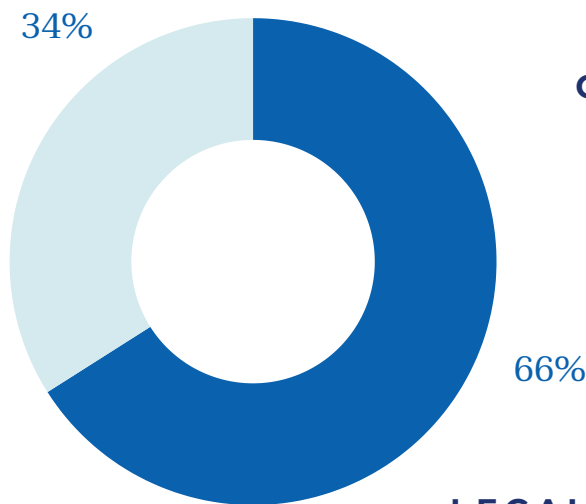


# RISK MANAGEMENT

## ORS 696 MODERNIZATION +

In 2024 the Business Issues Key Committee focused on developing a proposal for modernizing Oregon Revised Statutes Chapter 696, which governs real estate licensing. The statute simply has not kept up with the evolution of the real estate practice in Oregon.

The proposal developed by the Business Issues Key Committee and approved by the Government Affairs Key Committee was the culmination of years of discussion about topics like the supervision responsibilities of principal brokers, the competency of new licensees, teams, and the role of OREA in providing clear guidance. The proposal includes adding the term “managing principal broker” to ORS 696, defining the supervision responsibilities of principal brokers, requiring licensees to undertake a proficiency assessment at first renewal of their license, requiring real estate teams to provide a disclosure to clients describing team member supervision, roles and responsibilities, and clarifying OREA’s authority to provide additional guidance on real estate licensing laws and rules, among other changes. This concept will be introduced as a bill in the 2025 legislative session.



### OREGON REALTORS® FORMS BY THE NUMBERS

**66%**  
of members have used  
Oregon REALTORS® Forms

### LEGAL HOTLINE BY THE NUMBERS



**1677**  
Questions  
answered



**597**  
Users

# PROFESSIONAL STANDARDS

## + CODE OF ETHICS COURSE

The Code of Ethics training course titled, “When You Come to the Fork in the Road” is available for new and current members via On-Demand Education. A lively overview of the National Association of REALTORS® Code of Ethics, this hands-on course examines ethical business practices in everyday real estate situations — what’s allowed, what’s not, and why.

## + PROFESSIONAL STANDARDS ACADEMY

Completing Professional Standards Training equips members to serve on a professional standards or grievance committee, prepares board members for Code of Ethics enforcement, and satisfies the Code of Ethics training requirement. Completing Mediation & Ombudsman Training prepares the member to serve in these roles for a local or state Association.

## + STATE PROFESSIONAL STANDARDS COMMITTEE ACTIVITY

According to the Code of Ethics and Arbitration Manual (CEAM), the state Association’s committee assists local Associations/Boards with the required Code of Ethics enforcement process, such as delegating the role of creating an impartial panel for hearings, and offering Ombudsman and Mediation services. Oregon REALTORS® offers Professional Standards Administration Enforcement services to local Associations/Boards to fulfill their requirements as outlined in the CEAM. In 2024, this service was provided to 17 local Associations/Boards in Oregon.



Held Virtually on February 7 & 8

Professional Standards Training  
Mediation Training



Held Virtually on August 22 & 29

Professional Standards Training  
Procuring Cause Class



19  
Ethics  
Complaints



5  
Ombudsman

# PROFESSIONAL DEVELOPMENT

## TOP DESIGNATION +

### Accredited Buyer Representative Specialist – 65 Attendees

ABR® designees advocate for homebuyers and are recognized as distinguished agents in the industry. The designation program establishes a foundation of training, skills, and resources to help real estate professionals succeed as a buyer's representative.

## TOP CLASSES +

### A New Normal: Navigating the Industry after Proposed NAR Settlement

1027 Attendees

### The Nitty Gritty: How to Talk to Your Clients about Buyer Broker Agreements

457 Attendees

### Oregon Wildfire Hazard Maps: What You Need to Know

204 Attendees

### Understanding Oregon REALTORS® Form Changes

186 attendees

## NEWLY LAUNCHED SELF-PACED GRI CLASSES +

Six new Graduate REALTOR® Institute classes are available for you to take at your own pace online.

Risk Management  
Buyers  
Finance

Safety  
Law  
Fair Housing



**789,849**  
Hours of CE  
Awarded



**32**  
Classes  
Held



**24**  
Webinars  
Held



**\$204,000**  
Saved Using  
Member  
Discounts

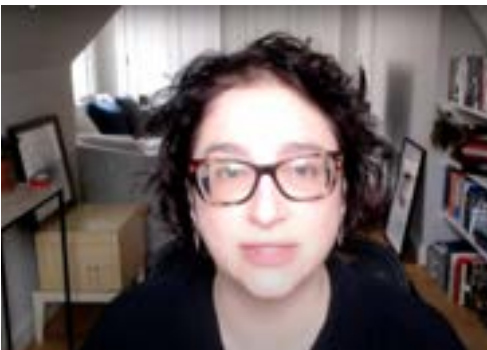
# OREGON LEADERSHIP CONFERENCE

In October, we partnered with Cascades East Association of REALTORS® to host a unique professional development program in Bend. Nearly 50 incoming presidents, association executives, and other volunteer leaders attended this two-day conference that prepared them for the coming year's processes, position roles, and planning. Adorna Carroll, president of Dynamic Directions, gave attendees context and tools for success in her talk, "The Leadership Puzzle: Putting the Pieces Together." Adorna trains REALTORS® across the country and has authored designation and certification courses for NAR and Real Estate Business Institute.



# FAIR HOUSING

## Fair Housing Summit



The third annual Fair Housing Summit on February 23 explored the history and impact of fair housing and housing access in Oregon. Sessions covered building sustainable businesses through inclusion, expanding homeownership opportunities, ensuring housing accessibility, and helping clients navigate unforeseen homeownership costs. Experts also discussed resources for reporting bias and discrimination and shared best practices for promoting fair housing. The event emphasized the importance of equity and inclusion in real estate, offering actionable insights to help professionals create a more accessible and sustainable housing market statewide.

## Affinity Networking Reception

Attendees at the fall Affinity Networking Reception had the chance to engage with a diverse range of affinity organizations, including Asian Real Estate Association of America (AREAA), National Association of Hispanic Real Estate Professionals (NAHREP), National Association of Real Estate Brokers (NAREB), the LGBTQ+ Alliance, and Women's Council of REALTORS® (WCR), in a vibrant networking environment. This opportunity to learn about the unique challenges and opportunities these communities face in Oregon's real estate market fostered deeper understanding and collaboration. Conversations highlighted the importance of addressing the needs of underrepresented groups and promoting inclusivity in the industry.



# EMPOWERING WOMEN IN REAL ESTATE

The fourth annual Empowering Women in Real Estate event at the Willamette Valley Country Club was a success, drawing over 80 real estate professionals. The event was one of five in the nation to receive the 2024 Supporting Women of Real Estate Grant from the Women's Council of REALTORS®. Highlights included insights from Angela Wilhelms, CEO of Oregon Business and Industry, and Juana Watkins, VP of Law & Policy for Florida REALTORS®. A panel moderated by Oregon REALTORS® CEO Jenny Pakula featured Managing Principal Broker Rita Ketler, Florida REALTORS® CEO Margy Grant, and State Senator Kate Lieber.





# OREGON LEADERSHIP ACADEMY

The Oregon Leadership Academy had another successful year, with a cohort of 20 members representing local boards across the state. The class of 2024 gathered for three dynamic, in-person sessions held in Salem, Redmond, and Lincoln City that included personality profile analysis, communications training, industry panels, engaging guest speakers, and team-building.

During the final session in June, OLA Alumni joined the class for a reception, where past graduates shared how their participation in OLA has impacted them both personally and professionally.

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209 REALTORS® have graduated from the Oregon Leadership Academy since its inception in 2015.

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# SPRING GOVERNANCE

In April, over 200 members gathered at Spring Governance for the opportunity to attend key committee meetings, join forums to discuss timely and relevant industry issues, celebrate new officers, learn about 2024 advocacy successes and connect with other professionals. Dr. Tony Kelly was elected 2025 President-Elect and we took the opportunity to celebrate Julie Gilbert as REALTOR® of the Year.



# FALL GOVERNANCE

The 2024 Fall Governance Meetings held in October at the Graduate, Eugene, brought the Oregon REALTOR® community together to share, celebrate, and strengthen our businesses and Association. Highlights included the induction of Brent Landels as president, Debra Gisriel receiving the Distinguished Service Award, Jon Cohen with Positive Charge! PDX honored with the Good Neighbor Award, and the iconic Dessert Auction supporting the HOME Foundation.



# REALTOR® AWARDS

## REALTOR® of the Year



We proudly celebrated Julie Gilbert of Copper West Realty, Hood River, as the 2024 REALTOR® of the Year. A member of the Mid-Columbia Association of REALTORS® (MCAR) and REALTOR® since 2005, Julie has served as a leader and advocate for industry excellence. She expanded MCAR's awards program, graduated from the Oregon REALTORS® Leadership Academy in 2020, and has held key leadership roles at the state level, including Business Issues Committee Chair and District 6 DVP.

The State REALTOR® of the Year award honors Julie's exceptional contributions to her profession and community. She exemplifies the highest standards of service and leadership among Oregon REALTORS®.

## Distinguished Service Award

Debra Gisriel, a real estate professional for more than 40 years, was honored with the 2024 Distinguished Service Award. A leader for the Klamath County Association of REALTORS® and Cascades East Association of REALTORS®, she has strengthened financial strategies and contributed to key committees. At Oregon REALTORS®, she served as President (2016), Executive Committee member, RPAC Trustee Chair, and in other vital roles, shaping policies and advancing the profession. Nationally, she was an NAR Director (2016–2021) and is an RPAC Hall of Fame member. A dedicated mentor and educator, Debra embodies leadership, ethics, and commitment to the REALTOR® community.



# GOOD NEIGHBOR AWARD

## Oregon REALTORS® Good Neighbor



The Oregon REALTORS® Good Neighbor Award honors a REALTOR® member who positively impacts their community, celebrating contributions that enhance Oregon's livability and support local nonprofits.

We honored Jon Cohen as the state Good Neighbor Award recipient at Fall Governance in October. Jon is a broker at Windermere Realty Trust and is a member of Portland Metropolitan Association of REALTORS®. Jon has made an impact for years on many projects. During the pandemic, he and his wife co-founded Positive Charge! PDX whose mission is to amplify kindness and create meaningful opportunities for people to help others.

## National Good Neighbor Award

NAR recognized Howard Friedman from the Cascades East Association of REALTORS® as an honorable mention among 10 finalists for the national 2024 Good Neighbor Award. A 2023 Oregon award recipient, Howard has used his experience as a chef, restaurateur, and real estate professional to support Bethlehem Inn shelter for the homeless in Bend. He helped the nonprofit purchase and renovate properties, increasing its residential capacity by 30%. The national award honors REALTORS® who go beyond professional duties to improve lives and communities, with nominees evaluated based on their time, financial, and material contributions.



# OREGON REALTORS® HOME FOUNDATION

The Oregon REALTORS® HOME Foundation is a 501(c)3 charity that provides financial resources to create, expand, and encourage homeownership opportunities for Oregonians at or below the local median income. In 2024, the HOME Foundation awarded over \$125,000 to nonprofits around Oregon. Since 2004, the HOME Foundation has raised more than \$2 million to support organizations that help Oregonians achieve homeownership.



# DESSERT AUCTION

The Oregon REALTORS® HOME Foundation Dessert Auction is a true highlight of the Fall Governance Meetings, and this year's event was sweeter than ever! More than 20 mouthwatering desserts were up for grabs, each more impressive than the last. The lineup included everything from a luxurious gold-flaked cake to an indulgent double chocolate creation. Members generously competed to take home these delectable treats, all while supporting a great cause and raising more than \$9,300 for the HOME Foundation.



# DRIVING IT HOME GOLF TOURNAMENT

The 15th Annual Oregon REALTORS® Driving it HOME Golf Tournament was a resounding success, bringing together over 144 golfers who enjoyed a fantastic day on the course. Together, they raised nearly \$40,000 for the HOME Foundation, highlighting a remarkable achievement in fundraising efforts and community support for the dream of homeownership.



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“Had a blast. Couldn’t have been better.”

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A Message from

# 2025 PRESIDENT BRENT LANDELS

Dear Oregon REALTORS®,

Most importantly, I want to take this opportunity to say “Thank You.”

First, “Thank You” for allowing me to be your President. It is truly the greatest honor of my career. And “Thank You” for your resilience and hard work over the last year.

We live in a challenging season. Between lawsuits and settlements, new rules, and high interest rates, we are all being challenged in ways that we did not expect two years ago. We even had an election season with more twists and turns than anyone could imagine, which served to even further polarize our strained communities. But these challenges have brought new opportunities, too.

I could not be more proud of how Oregon REALTORS® reacted and took on the rough seas. Within three weeks of the proposed settlement, Oregon REALTORS® Leadership and staff started traveling the state putting on Navigating Challenges Forums to share the most up-to-date information in real time. When our members’ thirst for knowledge became obvious, we added in Zoom versions of the Forums to reach even more members. More than 50 forums were held from November 2023 through October 2024.

The most impressive aspect of the forums was the professionalism and “can do” attitude of Oregon REALTORS® at every stop. There was no finger-pointing, just a consistent desire to find the best path forward.

It is awe inspiring to me how many Oregon REALTORS® give back to their communities. According to an NAR study over 83% volunteered some portion of their time over the last year. Whether coaching kid’s sports, serving on municipal committees and boards, or serving meals to the less fortunate, our members are the fabric that holds our communities together.



2024 will also be remembered as one of our strongest years ever for advocacy wins. Oregon REALTORS® supported and won on Senate Bill 1537 to provide a \$369 million investment in assistance for infrastructure, homebuilding, shelters, and rent assistance, along with changes to state land use laws to make it easier for cities to expand and build needed housing.

Sometimes though, being able to stop bad legislation can be the largest advocacy win. Ballot Measure 118 would have been the largest tax increase in Oregon history. With an assist from NAR and their \$250,000 grant, Oregon REALTORS® led the fight to head off this measure. It was money and time well spent, and Measure 118 was defeated with a 77.5% “NO” vote.

There is an old saying that “just because you don’t take an interest in politics, doesn’t mean that politics won’t take an interest in you.” Our representation of our clients does not end at the closing table. There is no other voice for home sellers and buyers. REALTORS® are the defenders of the dream of owning a home. But we have an image problem. It breaks my heart that most polls show that people love their own REALTOR® but don’t really like the rest of us much at all. We have an opportunity, and I believe a responsibility, to change the narrative of how our clients see us.

With that in mind, I have a favor to ask of each of you. When you talk to clients and advertise your business, talk about the number of families that you helped find a home, the time you spent volunteering, and the businesses that you helped thrive. But please stop talking about sides, deals, or transactions. None of our clients wants to be called any of those things. Especially, do not talk about your dollar volume. It screams that all you care about is money and not your client’s best interest. Let’s keep the focus on the needs of our clients and helping them achieve their version of the American Dream. The rest will become so much easier.

As we move forward, it is hard to see around corners and predict what the future holds. But rest assured, the Leadership Team and Oregon REALTORS® as a whole are committed to being present in all of our communities and local Associations. We will be transparent and openly share what we know. We will continue to advocate for personal property rights, and business regulations that make it easier for each of you to pursue your goals and the goals of your clients.

Thank you for your support and partnership in 2025!



2025 Oregon REALTORS®President



# OREGON REALTORS® STAFF

Oregon REALTORS® is one of the largest and most impactful trade associations in the state, proudly representing more than 18,000 members across all facets of the real estate profession. Behind the scenes, our dedicated staff works tirelessly to ensure the success of both our members and the Association. We are committed to empowering our members to thrive and make a positive impact in their communities.



**Jenny Pakula**  
Chief Executive  
Officer



**David Thompson**  
Chief Operations  
Officer



**Jeremy Rogers**  
General Counsel,  
Director of  
Government Affairs



**Ann Warren**  
Director of Marketing &  
Communications



**Alex Hermon**  
Admin & Event  
Services Coordinator



**Brock Nation**  
Policy Director



**Charlotte Van  
Werven**  
Admin Services  
Coordinator



**Emma Shumway**  
Member Services  
Coordinator



**Gretchen  
Kronenberg**  
Finance & Member  
Administrator



**Kelly Barker**  
Administrative  
Coordinator  
& Facility Manager



**Logan Jackson**  
Administrative  
Coordinator, Legal &  
Government Affairs



**Nicholas Peasley**  
Staff Attorney



**Shayna Olson**  
Marketing &  
Communications  
Manager