

# 2025 A Year in Review

**Better Agents, Better Communities** drives the work and activities of the Saint Paul Area Association of REALTORS® (SPAAR) to help its members — *and communities where they work and live* — to thrive. SPAAR's emphasis is rooted in the areas of advocacy, communications, community engagement and professional development.



Dear Members,

Serving as SPAAR's President in 2025 has been one of the greatest honors of my professional career. Over the past year, I have had the privilege of working alongside an incredible group of leaders, staff and members who continue to elevate the real estate profession and strengthen the communities we serve.

This year reminded us that the real estate industry is constantly evolving. Through market shifts, policy conversations and industry change, SPAAR members continued to lead with professionalism, integrity and dedication to homeownership. I am proud of the way our members supported one another, leaned into education and advocacy, and continued to serve clients with the highest standards of our profession.

SPAAR's work continues to be guided by the belief that when we support Realtors®, we strengthen communities. From advocacy efforts to professional development, community engagement and member connections, SPAAR remains focused on ensuring our members have the tools and voice they need to succeed.

In the fall, SPAAR's Board of Directors and staff worked together to create its strategic direction for 2026-2028. With input from SPAAR's all-member survey, SPAAR will focus on specific core competencies that will position the association for a bright future.

I am deeply grateful for the opportunity to serve this organization and for the many volunteers, leaders and staff who dedicate their time and energy to SPAAR's mission. Your commitment continues to move our association forward.

As I transition into the role of Past President, I look forward to supporting the next generation of leadership and continuing the work that makes SPAAR such an impactful organization.

With gratitude,

Jennifer Livingston  
2025 SPAAR President



## Communications

Storytelling remained at the center of SPAAR's communications work to support the strategic plan. The stories produced enhanced member engagement and explained industry data through newsletters, videos, podcasts and social media. SPAAR's industry expertise was shared beyond the Association in the news including community and ethnic newspapers; business publications *Axios*, *Finance & Commerce*, *Pioneer Press* and *Star Tribune*; Minnesota Public Radio and all four local TV networks.

SPAAR Toastmasters completed its sixth year as a chapter of Toastmasters, International, where real estate members meet twice monthly to perfect their speaking and meeting management skills.

*Social media as of year-end 2025:*

Facebook page likes: 4,533 @SPAARFB

Instagram followers: 1,720 @spaar\_realtor

LinkedIn followers: 591 Saint Paul Area Association of REALTORS®



## Community Engagement

SPAAR's Community Engagement Committee identified nonprofits across SPAAR's 12 counties to promote volunteerism and community involvement for members to develop business. The committee strengthened relationships with Corrie's House, Emma Norton Services and Open Arms of Minnesota by coordinating presentations, collection drives and service opportunities. SPAAR's Community Service Program was featured in NAR's social media during REALTORS® Are Good Neighbors week in June.

SPAAR members were honored as SPAAR Heroes for supporting community organizations. Sponsored by REALTORS® Charitable Foundation, SPAAR Hero recognition includes a \$250 donation to a recipient-selected nonprofit and stories are created through interviews by SPAAR's Communications Committee and shared via the newsletter, social media and the website.



## Diversity, Equity & Inclusion

The Committee for Diversity, Equity & Inclusion developed and shared resources that SPAAR's members could use to help their clients. In response to questions about the value of diversity initiatives, SPAAR reaffirmed its commitment to the business case for increasing and expanding opportunities for homeownership.

The committee sponsored and participated in community events including Juneteenth, Twin Cities Pride, Fiesta Latina and it hosted the Homeownership Rally where Realtors® answered questions about the homebuying process. SPAAR continued partnerships with Twin Cities chapters of NAREB, NAHREP, AREA, LGBTQ+ Real Estate Alliance and Women's Council of REALTORS®. In October, the committee coordinated Learning from Place: B'dote, an immersive, day-long workshop on Dakota history, culture and traditions at the St. Paul area sites.



## Advocacy

The Government Affairs (GA) Committee helped advance policy priorities to protect member interests and influence decisions at the local and county levels.

Highlights from 2025 included SPAAR's Key Communities Microgrant Program supporting the cities of Bayport, Columbia Heights and Northfield for community projects. In addition, the Councilors of Real Estate experts spent a week in St. Paul for the Transforming Neighborhoods work SPAAR is doing to study the city's East Side and how it can better use its space.

SPAAR's annual Housing Resource Fair took place with nearly 20 participating organizations to educate Realtors® and their clients about housing and homeownership resources and programs.

SPAAR hosted a Major Investor event in March to encourage members to contribute \$1,000 to RPAC and a fundraising phone bank in July to encourage other members to participate in RPAC.

SPAAR's GA team met with more than 50 elected officials and city staff to discuss housing and homeownership topics. In September, SPAAR members endorsed Kaohly Her to be the next Mayor of Saint Paul; she was elected as the city's next Mayor on November 4, 2025.



## Professional Development

SPAAR provided opportunities for members that empowered them with the tools, knowledge and skills to thrive in 2025. Leadership SPAAR participants took initiative to have a deeper dive in real estate in advocacy, community engagement and professionalism, including the favorite business etiquette luncheon held at The Saint Paul Hotel.

The Professional Development Committee led a book club reading *Shoe Dog*, a memoir by Phil Knight that welcomed great discussion learning how a successful company went from a man with a dream to a multi-billion-dollar company.

Other opportunities included a monthly Mental Wellness Group moderated by members for members that this year included a podcast. The peer-to-peer support and discussions gave Realtors® a safe space to share experiences, seek and offer advice, and hear expertise from others while fostering a sense of community for those in real estate.



## SPAAR Members Honored

SPAAR member annual awards were presented to three Realtors® and one Affiliate member. The honorees were recognized for their dedication to the real estate industry and to the communities where they live, work and volunteer. In 2025, the members recognized were:

**2025 REALTOR®  
of the Year Award**



**Nicko Spehn**

**2025 William Tschohl/James  
Stanton Distinguished  
Service Award**



**Bob Clark**

**2025 Affiliate of  
the Year Award**



**April Ranallo**

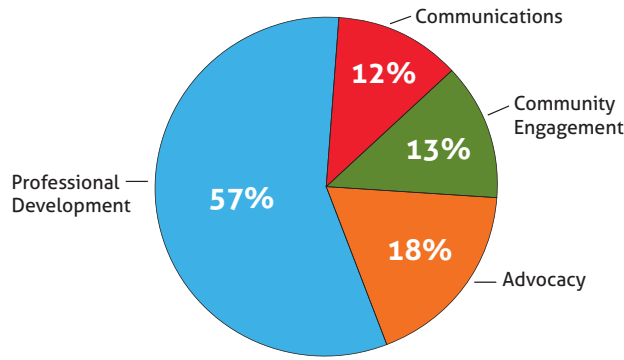
**2025 Rising  
Star Award**



**Amanda Cox Zuppan**



## THE PILLARS: SPAAR IS INVOLVED



Breakdown of 2025 SPAAR member dues



**SPAAR by the Numbers in 2025.** Promoting the dream of homeownership with professionalism and integrity since 1886.

- 7,502 members within SPAAR's 12-county service area
- 121 live classes offered (278 hours of education with 2,609 attendees)
- Five Blitz Days with 236 attendees
- 25 On-Demand courses available with 50 CE hours included
- 3,237 users enrolled in 6,621 On-Demand courses
- 2,473 On-Demand course enrollments provided at \$0 to members during incentive periods in 2025
- 12 New Member Orientation sessions with 785 attendees covering 124.75 education hours.

**REALTORS® Charitable Foundation**, SPAAR's philanthropic arm, invests in members and the communities they serve. The Foundation awarded five scholarships of \$2,000 each to the children and grandchildren of SPAAR members in 2025 to support them as they begin or continue their post-secondary education at colleges or trade schools.

The Foundation launched a new major networking and fundraising event, Poured with Purpose, in 2025. The event, held at 7 Vines Vineyard & Winery in Dellwood, featured heavy appetizers and wine tastings, vineyard tours and a silent auction. Poured with Purpose promoted the Foundation's continued partnership with nonprofit Spare Key, which provides housing assistance to families during challenging times due to medical catastrophes.



**Toys for Joy** had another incredible year in 2025, showing how the power of community can make a lasting difference. The year's highlights included the annual holiday distribution held at the Anoka Armory bringing together more than 1,000 Anoka County families. With the help of donors, volunteers and local partners, more than 60,000 pounds of food and 4,000 gifts were shared with children and families ensuring holiday joy for those in need.

Toys for Joy expanded its year-round community support that included awarding 12 scholarships of \$1,000 each to local seniors who demonstrated exceptional leadership and commitment to giving back to their community.

New highlights included Toys for Joy's promotion of bike safety and healthy outdoor fun. Anoka County city and police departments received kids' bikes, helmets and locks for giveaways to strengthen partnerships between residents and public safety. Toys for Joy also gave toys to Mercy Hospital so children had a special gift to boost their spirits during their hospital stay.



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