



Consumer Engagement Output Group Meeting

2025 Spring Business Conference

April 29th, 2025 | 2:30-3:30 p.m.

Wyndham Executive Center

Chair: Matt Muren

Vice Chair: Liz Bruch

Staff Liaison: Olivia Koenig

Welcome and Opening Remarks

- **Introductions:** Chair, Vice Chair, and Staff Liaison
- **Purpose:** To develop and implement consumer advertising, awareness, and outreach campaigns in support of the REALTOR® brand. Be the “Voice of Real Estate” by delivering information to promote the value of the REALTOR® brand; Enhance consumer outreach through market research and industry resources. Including, but not limited to, That’s Who We “R” Campaign Assets, Market Statistics Graphic and Videos, REALTOR® Relief Foundation Grants, and More.
- 2026 Missouri REALTORS® Leadership & NAR Committee Application Deadline - May 15, 2025
- *Let’s cultivate a culture of belonging where everyone can participate to the full extent of their talents and abilities for their personal success and for the success of Missouri REALTORS.*
- Staying Connected with our Community on The Landing
- 100% RPAC Challenge

Discussion Topics

- **Get Feedback:**
 - First-Time Home Buyer Resources
 - 2025 Planning
 - MREF

Adjourn

Anti-Trust Policy: All persons affiliated with the real estate industry need to be mindful of the constraints of the anti-trust laws. There shall be no discussions of agreements or concerted actions that may restrain competition. This prohibition includes the exchange of information concerning individual REALTOR® commissions, market practice or any other competitive aspect of an individual REALTORS® operation. Each Missouri REALTORS® Executive Committee member, Board of Director’s member or meeting participant is obligated to speak up immediately for the purpose of preventing any discussion falling outside the bounds indicated.