Missouri REALTORS® Brokers,

This month's Broker Connection is packed with legal and legislative updates, including:

• Know Your Brokerage's Value with FIJI™

• Quarterly Ethics Corner | Business Practices vs. Ethical Behavior

• Advocacy Delivers | Amendments 4 and 5 Defeated

Plus, information about NAR August Sales Meeting Playbook, RPAC-MO Trustee Election, and more. We also encourage you to visit broker.realtor for additional resources, and stay tuned to the Brokers Community on The Landing for updates specific to Missouri.

If you have any questions, or are searching for additional resources, please don't hesitate to contact me directly, or anyone on our dedicated Missouri REALTORS® staff and volunteer leadership teams.

Sincerely,

Breanna Vanstrom, MBA, RCE, CAE
CEO, Missouri REALTORS®
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BROKERAGE MANAGEMENT

Know Your Brokerage's Value with FIJI™

Whether you're planning for growth, evaluating acquisition opportunities, or simply benchmarking your business, FIJI™ provides brokerage and team owners with confidential valuation tools and data-driven insights to support smarter business decisions.

FIJI helps you:

• **Know Your Worth** - Get fast, confidential, and accurate valuations for your brokerage or a potential acquisition.

- **Unlock Growth Opportunities** - FIJI Insights™ shows how adjustments in recruiting, expenses, and productivity can boost cash flow and increase valuation.
- **Connect Safely for Mergers & Acquisitions** - Through FIJI MarketPlace™ and its patented Reverse MarketPlace™, explore buyers and sellers discreetly and securely.

As a Missouri REALTORS® member, you'll receive $100 off an annual subscription - just $299/year (regularly $399).

Visit fijiapp.com and enter **promo code MOFIJI** at checkout.

NAR August Sales Meeting Playbook

Successful brokerages are built on informed, engaged teams. The Sales Meeting Playbook equips brokers with timely updates on NAR initiatives, events, advocacy efforts and business resources, along with shareable content designed to spark conversations and keep agents connected to valuable opportunities.

This month's deck features:

- NAR's Building Better Communities Initiative
- NAR's "Right by You" Consumer Ad Campaign
- MLS Policy Resource Library
- Local Market Assessments

Access the August Playbook.

Broker Power Hour | AI in the transaction: What brokers need to know about impersonation fraud

Wednesday August 26, 12:00 PM CST

Real estate fraud is becoming more sophisticated - and brokers are on the front lines of helping agents protect their clients and transactions.

In this session, you'll learn practical strategies to identify fraud risks, strengthen transaction security, and equip agents with tools to help prevent costly scams. You'll also gain insight into how brokerages can support communities recovering from disasters through the REALTORS® Relief Foundation. Key takeaways include recognizing emerging fraud threats affecting real estate transactions, implementing best practices that help agents protect clients and reduce risk, and finding meaningful ways to support relief efforts when disaster strikes.

Speaker:

- Tyler Adams, Co-Founder & CEO of CertifID

Register now.

LEGAL UPDATE

Quarterly Ethics Corner | Business Practices vs. Ethical Behavior

As housing markets continue to recover, REALTORS® may encounter business practices that raise important ethical considerations. This month's Ethics Corner explores common scenarios such as pocket listings, delayed offer presentations, and escalation clauses - highlighting how these practices can be appropriate when done in a client's best interest, but may also create ethical concerns if handled improperly.

The article also introduces NAR's new online resource, *The Code of Ethics is Good Business*, which organizes Standards of Practice by transaction phase, making the Code easier to apply in everyday business. Learn how this tool and other NAR resources can help REALTORS® navigate real-world transactions with professionalism, transparency, and confidence.

Read the full Ethics Corner.

Ethics Case Study Contest | Case Study #7 Now Live!

Hosted by the Missouri REALTORS® Risk Management Department, this contest helps brokers strengthen their brokerage's ethical foundation, enhance reputation, and reduce liability exposure through a deeper understanding of the REALTOR® Code of Ethics.

Each month, we release a new case study - perfect for team training sessions and an engaging way to develop your agents while building client trust through demonstrated ethical excellence. Complete the fields within the study for a chance to win a monthly gift card. At the end of the contest, we'll award a grand prize to the member(s) who complete the most case studies.

Case Study #7
Several months after selling a light industrial property to Buyer B, REALTOR® A was hired by the buyer to complete an appraisal of the property for a potential business merger. After receiving the appraisal report, Buyer B was dissatisfied with the valuation and obtained a second opinion from an appraiser who specialized in industrial properties. Buyer B then filed an ethics complaint, alleging that REALTOR® A had provided incompetent and unprofessional appraisal services. During the hearing, it was revealed that REALTOR® A's appraisal experience was limited to residential properties, that he had little to no experience appraising industrial properties, and that he had accepted the assignment without disclosing those limitations to his client.

How do you think the panel ruled?

Start strengthening your brokerage today - click here to participate in Case Study #7!

Questions? Contact Tracey Yost, Director of Forms and Professional Standards at tracey@morealtor.com | 573.445.8400 x1280

Legal Line FAQ of the Month | Legal Effect of a Seller's Failure to Sign an Attached Rider

Question: Is a Contract formed if Buyer submits an offer with riders, Seller signs the offer but not the rider?

Answer: If Seller returned Buyer's offer by signing it but not the riders, then arguably the signed Contract form may end up being a counter-offer from Seller since the Contract may not meet the "Mirror-Image Rule."

Generally, in contract negotiations, each change that one party makes to the contract itself is effectively viewed as a counteroffer to the other party, cancelling the existing offer and offering a new contract with the modified or added term for acceptance by the other party. Under the "Mirror Image Rule," parties can only form a binding contract when the versions of the contract that each party is assenting to are identical to each other.

That being said, the primary goal of a court of law, when interpreting whether or not there is a binding contract between parties, is to give full effect to the true "intent" of the parties involved. However, such determinations are based on the specific facts of a situation, and the outcomes cannot be reasonably predicted.

For a detailed explanation on formation of contracts, LEGAL LINE has created a "Keeping it Legal" video called "Contracts 101". Members can view this video by logging into their accounts at http://www.missourirealtor.org and navigating to the "Risk Management" tab near the top of the screen. After clicking on the tab, a dropdown menu will appear and members should select the "Keeping it Legal videos" link. The "Contracts 101" video can be found on the resulting page.

Finally, licensee should remember that it is not the role for a licensee to try and play "attorney," but rather it is a basic duty of any licensee to advise a client that they should seek legal counsel to provide any real explanation of their legal rights, duties and options as well as for any other material matter about which the licensee knows but the specifics of which are beyond their level of expertise (See, e.g., §339.730.1(3)(d) RSMo and Article 11 of the NAR Code of Ethics and Standards of Practice).

ADVOCACY UPDATE

Advocacy Delivers | Amendments 4 and 5 Defeated

Missouri voters rejected Amendments 4 and 5 at the ballot box, marking an important victory for property owners and the REALTOR® community. The result reflects the power of grassroots advocacy and the value of engaging voters on issues that impact Missouri's future.

Thank you to the Missouri REALTORS® members who helped educate their communities and encourage civic participation throughout the process. Your efforts made a difference, and we remain committed to advancing policies that protect property rights, strengthen homeownership opportunities, and support a strong real estate industry across Missouri.

RPAC-MO Trustee Election | Apply Today

Three-year terms for the following RPAC-MO Trustees will expire on **December 31, 2026**: **Randy Alaniz, Jessica Hubbard, Angie Mullings, Jordan Salisbury, and Tammy Tucker**. Qualified RPAC-MO contributors are encouraged to submit a nomination form to be considered for one of these important leadership positions.

Trustee qualifications include:

- Must be an RPAC Major Investor and strive to be a President's Circle member.
- Must provide evidence of service within the past 10 years on the Board of Directors and on a political or legislative committee/output group.

To apply, submit the nomination form by **September 4, 2026**. The election will be conducted electronically September 14-22, 2026.

This message was sent by Missouri REALTORS®. To change your preferences or opt out, click here

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