



Missouri REALTORS® Brokers,

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

- Missouri REALTORS® Broker Webinar Series | How to Grow, Value, and Position Your Brokerage Today
- Ethics Case Study Contest | 2025 Submissions Closed
- Calling All Brokers | Join Us in Jefferson City for REALTOR® Days!

Plus, information about the upcoming Broker Power Hour Webinar, Legal Line FAQ of the Month, and more. We also encourage you to visit [broker.realtor.com](https://broker.realtor.com) 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

**Missouri REALTORS® Broker Webinar Series | How to Grow, Value, and Position Your Brokerage Today**

**Thursday, February 12 at 10:00AM CST**

Missouri REALTORS® is excited to introduce [FIJI™](#), a patented new platform that delivers instant brokerage valuations and sophisticated growth strategies. Designed for brokerage leaders, the webinar will focus on why you should know your value, how to increase your value, and M&A strategies.

## Speakers:

- Brad Clayton, President and Founder of [FIJI™](#)
- Rob Wolf, Partner of [FIJI™](#)

Gain perspective on key factors that influence valuation and learn how thinking strategically about your brokerage's worth can open doors to future opportunities.

[Register today!](#)

## NAR Sales Meeting in a Box Series

**This month's *Sales Meeting in a Box*** package is now available - packed with quick-share, ready-to-use slides designed to boost agent engagement and deliver timely, high-value updates at brokerage meetings.

### What's inside the January kit:

- **NAR Advocacy Win: Section 199A Deduction Made Permanent**  
**A fast, agent-ready explainer highlighting NAR's success in securing the long-term Qualified Business Income deduction.**
  
- **Broker Power Hour Webinar Promo**  
**Help brokers drive agent attendance at the next session featuring Dr. Lawrence Yun and his exclusive market outlook and strategies for the year ahead.**
  
- **Metro Market Dashboard Spotlight**  
**A practical tool giving members easy access to market data across the country - perfect for agents who want to stay ahead and better serve clients.**

These slides are fully brandable and built to help brokerages keep meetings consistent, engaging, and aligned with current industry updates - all while supporting strategic planning and agent success.

[Access January's slides.](#)

## Broker Power Hour Webinar | 2026 Housing Market Outlook

**Wednesday, January 28 at 12:00PM CST**

Start 2026 informed and ahead of the curve.

Join this Broker Power Hour for an exclusive market outlook with Dr. Lawrence Yun, Chief Economist at the National Association of REALTORS®. Dr. Yun will share key housing and economic trends shaping 2026 and what they mean for brokers and brokerage leaders.

This session delivers timely insights to help you plan strategically, anticipate market shifts, and make confident, data-driven decisions for the year ahead - plus the opportunity to participate in live Q&A.

[Register here.](#)

# LEGAL UPDATE

**Legal Line FAQ of the Month | Can Broker assist Buyer and/or Seller to complete paperwork and fill out forms related to a real estate transaction without a written brokerage services agreement?**

**Answer: Without a written brokerage services agreement between Buyer and/or Seller and Broker, Broker is probably assisting Buyer and/or Seller as a “de facto” transaction broker. §339.710(23) RSMo defines a transaction broker (in part) as: “any licensee acting pursuant to sections 339.710 to 339.860, who: . . . (b) Assists one or more parties to a transaction and who has not entered into a specific written agency agreement to represent one or more of the parties.” §339.720.2 RSMo further provides as follows in this regard:**

**A licensee shall be considered a transaction broker unless:**

- The designated broker enters into a written seller's agent or landlord's agent agreement with the party or parties to be represented pursuant to subsection 2 of section 339.780;
- The designated broker enters into a subagency agreement with another designated broker pursuant to subsection 5 of section 339.780;
- The designated broker establishes a buyer's or tenant's agency relationship pursuant to subsection 3 of section 339.780;
- The designated broker enters into a written agency agreement pursuant to subsection 8 of section 339.780;
- The designated broker and the affiliated licensees are performing ministerial acts;
- The designated broker enters into a written dual agency agreement with the parties pursuant to subsection 4 of section 339.780;
- The designated broker is acting in a manner described in paragraph (c) of subdivision (23) of section 339.710 without proper notice of assumption of transaction broker status; or
- The licensee is making a listing presentation, which may include pricing and marketing advice about a potential future transaction, to a customer in anticipation of entering into a signed agency brokerage service agreement as a direct result of the presentation” (emphasis added).

In regards to compensation to such transaction brokers, §339.720.3 RSMo goes on to state that: “Sections 339.710 to 339.860 do not obligate any buyer or tenant to pay compensation to a designated broker unless the buyer or tenant has entered into a written agreement with the designated broker specifying the compensation terms” (emphasis added). Further, §339.780.1(6) RSMo states that “a designated broker who intends to act as a transaction broker and who expects to receive compensation from the party he or she assists shall enter into a written transaction brokerage agreement with such party or parties contracting for the broker's service. The transaction brokerage agreement shall include a licensee's duties and responsibilities specified in section 339.755 and the terms of compensation.” If Buyer and/or Seller do not have a written agreement with Broker, it is less likely that Broker will have any claim to compensation if a sale between Buyer and a Seller successfully closes.

**Ethics Case Study Contest | 2025 Submissions Closed**

Thank you to everyone who participated in this year's Ethics Case Study

Contest! The submission portal is now closed.

Winners will be revealed during the Risk Management Mission Committee meeting at the [2026 Winter Business Conference on Wednesday, January 28 at 10:30 a.m.](#)

Looking ahead, the contest will reopen on February 1, 2026 - mark your calendars!

Thank you again for your support and engagement throughout 2025.

**Questions?** Contact Tracey Yost, Director of Forms and Professional Standards at [tracey@morealtor.com](mailto:tracey@morealtor.com) | 573.445.8400 x1280

## ADVOCACY UPDATE

### Calling All Brokers | Join Us in Jefferson City for REALTOR® Days!

REALTOR® Days are a prime opportunity for Brokers to engage directly with state legislators and shape the future of real estate in Missouri. Held every Tuesday and Wednesday from February through April during the legislative session, these Capitol visits bring together local boards, association leaders, and governmental affairs committees.

As a Broker, your voice carries weight. REALTOR® Days allow you to speak directly with elected officials about the policies and legislation that impact your business, your clients, and your community. Whether you're leading a team, mentoring new agents, or advocating for industry standards, this is your chance to be heard.

[Register now!](#)

**Questions?** Contact Erin Hervey, Vice President of Government Affairs and Local Board Relations at [erin@morealtor.com](mailto:erin@morealtor.com) | 573.445.8400 x1110

### Advocacy Scoop | Inside the Advocacy Strategic Plan: What It Means for Your Business

**It's a new year and the Advocacy team is ready to go! In this episode, Shannon and Patrick outline the advocacy portion of NAR's new Strategic Plan and discuss our policy goals for 2026, which include unleashing housing inventory, confronting NIMBYism and the growing equity gap, and protecting access to homeownership and REALTORS® representation.** Building on our 2025 wins, Shannon shares what it will take - from a legislative and grassroots perspective - to increase housing supply and affordability and ensure homeownership is attainable for more Americans.

[Listen now.](#)

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