



Missouri REALTORS® Brokers,

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

- Professional Standards Training Now Open to All Members!
- Broker Education Series | Smart Phones, Smart Policies: Social Media Risk Management
- Broker Connection Webinar Recording | Now Available!

Plus, information about the Broker Power Hour Webinar, our Emerging Issues Forum, 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®
breanna@morealtor.com

BROKERAGE MANAGEMENT

Join us for our Emerging Issues Forum | Recent Cases Impacting Real Estate

Real estate litigation has been making headlines lately and those headlines are overwhelming, scary, and sometimes misleading. The forum addresses some questions like:

- Is the anti-trust litigation over?
- What's going on with the CFPB?
- How does current policy impact the Fair Housing Act?

[Join us live or tune in virtually during the Fall Business Conference on Wednesday, September 24 at 4:45pm.](#)

Professional Standards Training Now Open to All Members!

Thursday, October 30 9:30 AM – 4:00 PM

We're excited to announce that our Professional Standards training - previously reserved for committee members - is now available to the full Missouri REALTORS® membership. Seating is limited and offered on a first-come, first-served basis. This engaging course is a great way to refresh your understanding of the REALTOR® Code of Ethics.

[Learn more and register today!](#)

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

Center for REALTOR® Financial Wellness Webinar | Finish Strong: 4th Quarter Strategies for Real Estate Success

Wednesday, September 10 at 12:00 PM CST

As the year winds down, top-performing agents gear up. Join us for a live webinar designed to help real estate professionals make the most of the 4th quarter. Whether you're chasing annual goals, building momentum for the new year, or looking to finish strong, this session will provide proven strategies, tools, and insights to help you stand out in a competitive market.

Speaker:

- Pam O'Bryant, Virtual Real Estate Trainer, Coach, Author, and Entrepreneur

[Register now!](#)

Broker Power Hour Webinar | Help Them Thrive® for Brokers: Mentorship, Retention, and Advocates

Wednesday, September 24 at 12:00 CST

When agents feel seen, supported, and set up to succeed, they don't just close more, they stay, and they advocate for your brokerage. In this high-energy, research-backed virtual workshop, Melissa Majors brings the science and soul of Help Them Thrive® to the day-to-day realities of running a brokerage: recruiting and ramping new licensees, retaining producers, and turning "thrivers" into internal advocates who attract both clients and talent. Expect simple, repeatable practices, tactical empathy, brain-friendly feedback, and equitable team habits - that boost per-agent productivity and build a culture people brag about.

Speakers:

- Melissa Majors, CEO, Melissa Majors Consulting
- Rebecca Mikell, Assistant Director of Relationship Management, Liberty Mutual

[Register now!](#)

LEGAL UPDATE

Broker Education Series | Smart Phones, Smart Policies: Social Media Risk Management

Tuesday, September 23 1:00 - 4:00 PM | St. Louis

This class is a broker focused educational series that is open to brokers and agents. Every 6.4 seconds one new social media user is added to the 3.2 billion users worldwide. Of the 68% of American adults on Facebook, how many are your clients and your agents? Is an uploaded photo of a recent listing copyright protected? Is your ad on Facebook violating the Fair Housing Act? Or is asking a client to post a testimonial to your website an FTC Guidelines' violation? This session is a fun look at best practices when adopting new - or continuing - your social media marketing.

Missouri CE: 3 Elective Hours

Registration is \$30 and open to both Brokers and Agents. [Add this class when you register for the Fall Business Conference.](#)

Ethics Case Study Contest | Round 2 Winners

We're excited to recognize the winners of Round 2 of the [Ethics Case Study Contest!](#) These members will each receive a \$100 AMEX Gift Card during the Risk Management Committee meeting at our Fall Business Conference for correctly answering 4 or more of the 7 ethics cases released:

- Cathy Wymer, St. Louis REALTORS®
- Christina Springer, West Central Association of REALTORS®
- Gary Clark, Tri-Lakes Board of REALTORS®
- Kelly LaForce, Mark Twain Association of REALTORS®
- Nancy Rogers, Lake of the Ozarks Board of REALTORS®
- Sonya Sewald, Franklin County Board of REALTORS®

Congratulations to our winners!

Ethics Case Study Contest | Case Study #8 Now Live!

Hosted by the Missouri REALTORS® Risk Management department, this contest provides brokers with a powerful tool to strengthen their brokerage's ethical foundation, enhance reputation, and reduce liability exposure through better understanding of the Code of Ethics.

Each month, a new case study will be released - perfect for use during team training sessions. This creates an engaging way to develop your agents while building client trust through demonstrated ethical excellence

All members are encouraged to participate by completing the fields within the study. Winners will be selected each month to receive a \$50 gift card, and at the end of the contest, we'll award a grand prize to the member(s) who complete the most case studies.

Start strengthening your brokerage today — [click here to learn more and participate in the latest Case Study #8!](#)

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

ADVOCACY UPDATE

Broker Connection Webinar Recording | Now Available!

We appreciate everyone who attended our kickoff Broker Connection Webinar, *Real Estate Law Changes Every REALTOR® Should Know*. For those who couldn't make it, we've linked the recording below so you can catch up on the key legislative updates and insights shared by our expert panel:

- Erin Hervey, Vice President, Government Affairs & Local Board Relations, Missouri REALTORS®
- Jason Zamkus, Lobbyist, Missouri REALTORS®
- Ryan Rusbult, Director of Government Advocacy, National Association of REALTORS®

[View the recording here.](#)

Stay tuned for our next webinar as well as additional resources and information.

C5 + CCIM Global Summit

The [C5 + CCIM Global Summit](#) is a premier commercial real estate conference catalyzing change across the industry. Taking place in Chicago September 16 - 18, this three-day event brings together investors, brokers, developers, and economic leaders shaping what's next in commercial real estate.