



Missouri REALTORS® Brokers,

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

- Know Your Brokerage's Value with FIJI™
- Legal Line FAQ of the Month | Three Options for Brokerage Representing Seller and Buyer
- Calling All Brokers | Join Us in Jefferson City for REALTOR® Days!

Plus, information about the upcoming Broker Power Hour Webinar, Ethics Case Study, 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™

Missouri REALTORS® has partnered with FIJI™, an AI-powered platform designed for brokerage and team owners.

Why FIJI?

- **Know Your Worth:** Get fast, confidential valuations for your brokerage or acquisitions.
- **Unlock Growth:** FIJI Insights™ reveals how recruiting, expenses, and productivity impact cash flow and valuation.
- **Connect Safely:** Explore mergers and acquisitions through FIJI MarketPlace™ and its patented Reverse MarketPlace™.

Exclusive Member Offer: \$100 off an annual subscription - just \$299/year (regularly \$399). Redeem at fijiapp.com with promo code MOFIJI.

Broker Power Hour Webinar | Reset, Refocus & Rise: Your 2026 Real Estate Success Plan

Are you ready to make the new year the best of your career?

Join NAR CEO Nykia Wright for opening remarks as she reflects on 2025's progress and sets the stage for the year ahead. Then, hear from real estate expert and keynote speaker Matthew Ferrara in a high energy, workshop-style webinar designed to sharpen your focus, re-energize your mindset, and equip you with actionable strategies for success.

Drawing on over 33 years of sales, marketing, and growth expertise, real estate expert and philosopher Matthew Ferrara will inspire you to transform your plan for growth. In this session, he'll show you how to break through limiting mindsets, apply two proven sales techniques, and reshape your message to inspire your sphere of influence to take action, with your help, in 2026.

Speakers:

- *Nykia Wright, CEO, National Association of REALTORS®*
- *Matthew Ferrara, Philosopher, Speaker, Author*

[Register now.](#)

LEGAL UPDATE

Legal Line FAQ of the Month | Three Options for Brokerage Representing Seller and Buyer

Question: If two different agents within the same brokerage represent a buyer and a seller in the same transaction, what are their options for representation?

Answer: There are generally three options available (depending on the office policy in place) when the same office is representing both parties in a transaction:

- The office can offer designated agency, whereby one agent is designated by the Broker to represent the seller, and another agent is designated by the Broker to represent the buyer (although this does not work if the Broker personally represents (and wants to continue representing) one of the parties);
- The office (or agent or agents) can act as a dual agent, whereby the office simply represents both parties; or
- The office can act as a transaction broker for both parties, in which case the agent or agents involved do not represent either party and just act to facilitate the deal.

Brokerage policy would ultimately control what relationship types are available in each instance. Further, in all instances, the appropriate disclosures would need to be made, and the applicable consents obtained.

Ethics Case Study Contest | Case Study #11 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 #11

A REALTOR® sold a residential investment property they owned, advertising it as "For Sale By Owner" without mentioning their status as a real estate broker. The buyer later filed an ethics complaint, citing Article 12 of the Code of Ethics, alleging failure to disclose licensure in advertising or negotiations.

The complainant argued that knowing the seller was a broker could have influenced their decision or prompted an independent appraisal. The REALTOR® contended that Article 12 applies only to listed properties and that using "For Sale By Owner" met the "true picture" requirement. They also claimed their name was widely recognized as a broker in the community.

How do you think the Hearing Panel ruled? Was there a violation of Article 12 or not?

Start strengthening your brokerage today - [click here to participate in Case Study #11!](#)

Questions? Contact Tracey Yost, Director of Forms and Professional Standards at 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 | 573.445.8400 x1110

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