



[New! Click to get important alerts by text](#)

IN THE NEWS



Register for the Winter Business Conference!

This year's Winter Business Conference will take place on January 27 - 29 in Springfield. This is a great opportunity to connect with REALTORS® from across the state, participate in exceptional educational sessions, and engage in important governance and leadership activities as we begin a new year.

[REGISTER TODAY!](#)



This month, we are shining the Leadership Spotlight on Sophia Marr.

Sophia, a REALTOR® with RE/MAX Lake of the Ozarks, has built a career marked by professionalism and service. A graduate of the Missouri REALTORS®

Leadership Academy, she has served as Missouri REALTORS® State Director and will step into the role of Vice President for the Bagnell Dam Association of REALTORS® in 2026. In addition to her work in real estate, she supports local initiatives through the RE/MAX Lake of the Ozarks Charitable Foundation.

To learn more about Sophia, [visit her Leadership Spotlight blog](#).



Missouri Market Statistics | November 2025

In November 2025, there was a 1% increase in residential property sales and an increase to 47 average days on market, up from 41 days last year. The median sale price saw an increase, reaching \$279,900

To view November results, including archived market reports, visit: missourirealtor.org/news-events/missouri-market-statistics



4 Real Estate Trends to Watch in 2026

Curious how home life is evolving in 2026 - without getting into market predictions or mortgage advice? This month's blog shares four practical trends that focus on lifestyle and innovation. From smart-home basics and sustainable upgrades to flexible, multi-use spaces and virtual tools, these ideas help your clients explore options with confidence and ease. *(Feel free to use the blog intro and link below for sharing in your own communications.)*

Ready to level up your home? Whether it's adding smart, connected features, choosing eco-friendly upgrades, or making every room work harder for your lifestyle, we've got tips to inspire you!

Simple. Helpful. Actionable.

Your next home idea starts here - [read the full blog](#).

EDUCATION



Missouri
REALTORS®

GRI Module II classes* will be hosted in-person during the **Winter Business Conference at the Greater Springfield Board of REALTORS® Learning Center** (1310 E Primrose Street, Springfield, MO 65804)

\$100 per course
\$200 for all three
\$50 per course for GRI Designees

Find more information at
missouriirealtor.org/gri



GRI 201:

Buyer Representation Mastery

with Donny Allen
Sunday, January 25
1:00 PM - 5:00 PM



GRI 202: Investors & Seller Representation Mastery

with Rebecca Delaney
Monday, January 25
8:00 AM - 12:00 PM



GRI 203: Negotiation Strategies & Skills

with Michael Jacques
Monday, January 26
1:00 PM - 5:00 PM



Unlock Your Edge in Real Estate with GRI Module II

Ready to elevate your real estate expertise and stand out in a competitive market? GRI Module II delivers three powerhouse courses designed to sharpen your skills and expand your impact with buyer representation, seller representation, and negotiation skills and strategies.

Register now!



Show Your Pride with a REALTOR® License Plate!

Show your Missouri REALTOR® pride and have a captive audience with a REALTOR® license plate! All plates are personalized license plates and may contain one to six characters (or one to five characters and a dash or space).

LEARN MORE

Missouri REALTORS®

Online Continuing Education

powered by 

Missouri REALTORS® Online CE!

Missouri REALTORS® has renovated our exclusive in-person CE courses into online CE powered by OnlineEd for you to complete Missouri licensure renewal and NAR Cycle 8 requirements. For \$30 a course (\$60 in total), you can complete your NAR Cycle 8 requirements and obtain 6 hours of Missouri CE credit with 3 of those hours being the MREC Fair Housing Core requirement. *More online CE courses on forms will become available in 2026.*

[Access the courses here.](#)

ADVOCACY

A Year of Wins: How Your Advocacy Dues Fueled Big Victories in 2025



Advocacy Scoop | How Your Advocacy Dues Fueled Big Victories in 2025

NAR is one of the most effective advocacy organizations in the country, and 2025 was no exception! From Congress to the White House to state capitols and the courts, NAR Advocacy was everywhere. In this episode, Shannon and Patrick do a deep-dive on the legislation, regulations and rulings that impacted housing supply and affordability, property rights and fair housing and REALTORS® ability to run their businesses.

[Listen now.](#)



Join us in Jefferson City for REALTOR® Days!

REALTOR® Days are small local board/association group visits to the Capitol every Tuesday and Wednesday during the state legislative session from February through April. It's an opportunity for REALTORS® and association leaders, local leadership academies, and governmental affairs committees to come together and communicate with elected officials. Legislators hear directly from you, their constituents, about issues important to the real estate industry and how legislation will impact their district.

[Register now!](#)

Questions? Contact Jen Tracy, Manager of Advocacy Programs jen@morealtor.com | [573.445.8400 x1230](tel:573.445.8400)

RISK MANAGEMENT



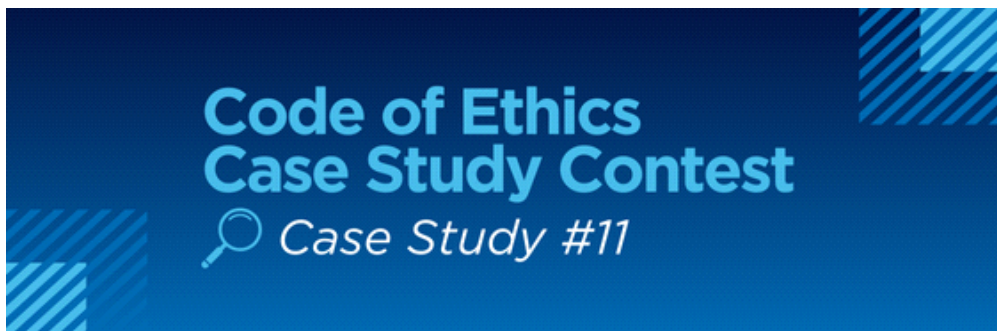
Legal Line FAQ of the Month | Three Options for Brokerage Representing Seller and Buyer

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 | Last Chance to Participate in Case Study #11!

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?

Don't miss out - case study #11 closes at midnight on Wednesday, December 31. [Click here to participate!](#)

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

FEATURED AFFILIATE



This month's featured affiliate is Katie Otto of [USA Mortgage](#). Driven by a passion for always improving the mortgage process, USA Mortgage will find the right types of loans, with rates that work for you. You can be sure they have a real stake in providing you with the best experience possible.

To learn more, contact Katie Otto, Vice President of REALTOR® Relations, by phone at [314.628.2224](tel:314.628.2224) or by email at kotto@usa-mortgage.com

This message was sent by Missouri REALTORS®. To change your preferences or opt out, [click here](#)

missourirealtors@morealtor.com | 573-445-8400 | missourirealtor.org

2801 Woodard Drive, Suite 101 | Columbia, MO 65202