



Missouri REALTORS®

Dedicated to the American Dream

IN THE NEWS



2025 Winter Business Conference Recap

Over 300 REALTORS®, affiliates, and sponsors from across the state helped kick off the New Year at the Winter Business Conference in Kansas City, January 21-22. Thank you to everyone who attended this event in person and virtually! We hope you found this event very informative and can't wait to see you at the Spring Business Conference in Columbia, April 29 - May 1.

To learn more, visit President Howe's [conference recap blog](#). You can also view and download high-resolution event photos by visiting our [Flickr page](#). Download the photos, [drop them into our customizable Canva templates](#), and share to your social media! Don't forget to tag @morealtors and use #MOREALTORS.

MISSOURI REALTORS® GOOD NEIGHBOR AWARD

Sponsored by: Home  Warranty.

Missouri REALTORS® Good Neighbor Award Winner

Missouri REALTORS® is pleased to announce Pam Long of Springfield, Missouri, has been named recipient of the 2024 Missouri Good Neighbor Award!

[Veterans Coming Home Center](#) is a day shelter for the homeless in Springfield, MO. They provide essential services to men and women, including meals, showers, laundry services, job assistance, religious sermons, and more. Beyond just being a shelter, they strive to create a safe community for those who find themselves lost. Pam Long is a dedicated volunteer at Veterans Coming Home Center with over 10 years of service, bringing meals on the 3rd Wednesday of each month in addition to clothing, supplies, toiletries, medicine, sleeping bags, tents, and more.

Learn more about Long's story by watching the [2024 Missouri Good Neighbor Award video](#).

MISSOURI REALTORS® GOOD NEIGHBOR AWARD

Sponsored by: Home  Warranty.

Missouri REALTORS® Good Neighbor Award Honorable Mention

We would also like to recognize Ivy Grant for her work with [I Am My Sister Foundation](#), a non-profit she founded to empower single women with children to homeownership. Grant was named Missouri REALTORS® 2024 Good Neighbor Award Honorable Mention recipient!

Learn more about Grant's story by watching the [2024 Honorable Mention video](#).

We would like to thank [Home Warranty](#), as well as Mark Emerick and Matthew Emerick, for sponsoring the Missouri REALTORS® Good Neighbor Award!



This month, we are shining the Leadership Spotlight on Luke Willenbrock.

Luke is a real estate professional and emerging leader from the Bagnell Dam Association of REALTORS®, who sets himself apart through his swift rise in leadership roles and community engagement. With just over two years as a Missouri REALTOR®, Luke has already made his mark serving as Vice Chair of the Local RPAC Board, State Director, and board member of the School of the Osage Foundation. We applaud Luke for his dynamic involvement in both the REALTOR® organization and local education initiatives, demonstrating his commitment to professional excellence and community service.

To learn more about Luke and his dedication to serving others, visit his [Leadership Spotlight blog!](#)



Welcome to The Landing!

The Landing, Missouri REALTORS® private online community, just got a refresh! It's your go-to space to connect, collaborate, and stay informed.

Not sure where to start? Our latest video walks you through everything, from logging in and customizing your feed to joining discussions and updating your profile. Whether you're a first-time visitor or a longtime user, we'll help you make the most of your experience. [Watch now](#) and start connecting today!



Missouri Market Statistics | December/Year-End 2024

In December, residential property sales experienced a 12% increase compared to the same period last year, resulting in an increase to 40 days on market. The median sale price recorded a 9% increase compared to the same period in 2023, coming in at \$256,000.

For detailed information, including year-end figures and archived market reports, visit: missourirealtor.org/market-statistics



The Dating Game: Questions Every Homebuyer Should Ask Their Real Estate Agent

As Valentine's Day approaches, here's a fun blog for your social outlets. *(Feel free to utilize the blog intro and link below for sharing.)*

Finding the right real estate agent is similar to finding the perfect match in dating, as both require making meaningful connections and establishing trust. This guide emphasizes the importance of asking potential agents about their experience, communication style, and market knowledge to ensure a good fit. A successful agent-client relationship should be built on mutual respect and commitment to achieving the client's real estate goals, with support extending beyond the closing of a deal. [Click here](#) to learn what questions to ask to help you find your perfect match.



Offering \$100,000 to Missourians Impacted by Floods

In collaboration with the National Association of REALTORS® Relief Foundation, Missouri REALTORS® and six local boards and associations — Franklin County Board of REALTORS®, Mineral Area Board of REALTORS®, Pulaski County Board of REALTORS®, Southern Gateway Association of REALTORS®, St. Charles REALTORS®, and St. Louis REALTORS® — are proud to make up to \$100,000 in funds available to Missourians impacted by storms that swept across the state, causing flash flooding on November 4-5, 2024.

Applicants must be a full-time resident of Missouri and a U.S. citizen, or legally admitted for residence in the United States. Turnaround time on applications may take 3-4 weeks. Inquiries may be directed to Missouri REALTORS® at missourirealtors@morealtor.com.

[Direct those impacted here.](#)

NOW ACCEPTING APPLICATIONS!

HONOR SOCIETY



Accepting Applications | Honor Society

Are you a REALTOR® with high regard for professional achievement? Someone who continually seeks excellence through education, while contributing your skills to board and association leadership. If so, apply for the Honor Society!

The deadline to apply for the 2024 Honor Society is **Tuesday, March 25, 2025**. To view all annual awards, including application deadlines for each, visit [Awards and Applications](#).

APPLY TODAY

NOW ACCEPTING APPLICATIONS!

REALTOR® SALESPERSON OF THE YEAR



Accepting Applications | REALTOR® Salesperson of the Year Award

Selected each year from nominations received by local boards and associations, the REALTOR® Salesperson of the Year (RSOTY) award is given to a member who exemplifies a commitment to ethics and cooperation, including advanced education, community service, sales volume, and much more.

The RSOTY award application deadline is **Monday, March 31, 2025**. To view all annual awards, including application deadlines for each, visit [Awards and Applications](#).

APPLY TODAY

NOW ACCEPTING APPLICATIONS! REALTOR® OF THE YEAR



Accepting Applications | REALTOR® of the Year Award

Selected each year from nominations received by local boards and associations, the REALTOR® of the Year (RSOTY) award is given to a member who exemplifies “REALTOR® Spirit”. In other words - faithfulness to principles of organized real estate, to laws and regulations of his/her Board/Association, and to the Code of Ethics of the National Association of REALTORS®. The REALTOR® of the Year also demonstrates efforts to encourage good real estate practices among other real estate brokers, time spent with the press and the general public explaining the real estate profession. Additionally, activities related to Civic Affairs within the local, state and association of REALTORS®, and business accomplishments, are considered in selecting the recipient of this prestigious award.

The ROTY award application deadline is **Thursday, May 1, 2025**. To view all annual awards, including application deadlines for each, visit [Awards and Applications](#).

APPLY TODAY

EDUCATION



GRI Module II classes will be hosted in-person at the **Bagnell Dam Association of REALTORS®** office (1022 Stonecrest Cir, Osage Beach, MO).

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

Registration required. Register at missourirealtor.org/gri

**GRI 201: Buyers
Representation Mastery**

with Leah Petras

Tuesday, February 18
1:00 - 5:00 PM



**GRI 202: Sellers
Representation Mastery**

with Rebecca Delaney

Wednesday, February 19
8:00 AM - 12:00 PM



**GRI 203: Negotiation
Strategies & Skills**

with Jay Swearingen

Wednesday, February 19
1:00 - 5:00 PM



Graduate Realtor Institute (GRI) Module II Courses

Missouri REALTORS® is excited to announce the return of in-person Graduate Realtor Institute (GRI) courses with a brand-new curriculum! We encourage you to level up your skills through the new Missouri GRI Program with our first offering of GRI Module II at the **at the Bagnell Dam Association of REALTORS® on February 18 - 19, 2025.**

Pricing

- General Price: \$100/class
- Package Price: \$200/register for all three class (33% discount = 1 FREE class!)
- GRI Designee Price: \$50/class (Members that already have their GRI designation)

During this day and a half of classes, students will learn from:

- Leah Petras (St. Charles Realtor) with GRI 201: Buyer Representation Mastery on February 18th (1:00 – 5:00 PM)
- Rebecca Delaney (St. Louis Realtor) with GRI 202: Seller Representation Mastery on February 19th (8:00 AM – 12:00 PM)
- Jay Swearingen (Kansas City Realtor) on GRI 203: Negotiation Strategies & Skills on February 19th (1:00 – 5:00 PM)

[Register now!](#)



Ethics Case Study Contest

The Risk Management Committee is excited to announce an exciting new Case Study Contest open to all members, with plenty of chances to win cash prizes!

Hosted by the Missouri REALTORS® Risk Management department, this contest aims to raise awareness about the importance of the Code of Ethics. By exploring real-world applications of the Code, you'll gain valuable insights that can help strengthen your business.

Each month, we'll release a new case study for you to explore. 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 in September, we'll award a grand prize to the member(s) who complete the most case studies.**

Don't miss out — [participate in Case Study #1 today!](#)

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



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). REALTOR® plates are available for registered Missouri vehicles only.

LEARN MORE

ADVOCACY



Major Investor Options for 2025!

Thank you for your continued support of the Missouri REALTOR® Party and the REALTORS® Political Action Committee (RPAC). Select one style for free when you become a 2025 Major Investor and purchase another style for a \$100 investment to RPAC.

Questions? Email missouriRPAC@morealtor.com

**Join the REALTOR®
Party Team!**
APPLY TO SERVE

Missouri REALTOR®
PARTY ★ ≡

VACANCIES | State Political Coordinators

With so many new faces in the state capitol, we have SPC vacancies for State Senators and State Representatives across the state! If you are a Missouri REALTOR® with a substantive relationship with a State Representative or State Senator, OR you would like to build a relationship, please apply to serve as their key REALTOR® contact - known as a State Political Coordinator (SPC). Your Missouri REALTORS® Leadership Team makes the appointments for SPCs. In situations where there are multiple applicants for a position, one will be chosen as the SPC and others will be added as members of their "Team" who works with the Legislator.

Please [use this form to apply](#) to serve as an SPC.

Questions? Contact Missouri REALTORS® Director of Government Affairs & Regional Advocacy (Central) Nick Knoth at nick@morealtor.com | 573.445.8400 x1230



mipim®

MIPIM Registration is now Open!

Join the world's leading real estate event. Connect with top investors and leaders. Explore future trends in real estate at MIPIM. Reserve your pass for 2025. 90 countries. 20,000+ visitors. 300+ stands. Early bird rates end February 20th!

[Register here!](#)



RPAC's Ultimate Soccer Showdown: Sporting KC vs St Louis City SC

Mark your calendars and get ready for an epic night in Kansas City! We're kicking things off with a tailgate and then heading to the game as Sporting KC takes on St. Louis City SC on Saturday, April 5th. You won't want to miss this RPAC event!

**Stay tuned for more details.*



Are You or Someone You Know Running for Local Office?

As we gear up for an exciting election season, we want to spotlight the incredible individuals within our membership who are stepping up to run for local political positions. If your association has any members running for office, please let us know by emailing realtorparty@morealtor.com!

Sharing this information helps us celebrate their leadership, foster community engagement, and provide the recognition they deserve. Let's work together to support and uplift our local leaders!



Assistance Needed - Educating Congress on Capital Gains

The National Association of REALTORS® is looking for assistance in helping to educate lawmakers and the Administration about the critical impact that the outdated capital gains tax limits are having on your clients and the housing market.

Since 1997, tax law has provided a maximum capital gains exclusion on the sale of a principal residence, \$250,000 for single filers and \$500,000 for joint filers. While once generous, these amounts have remained unchanged for over 27 years, despite significant home price inflation. This has disproportionately affected older homeowners who have lived in their homes for decades.

Many of these homeowners now face substantial tax burdens when selling, often owing tens of thousands of dollars or more due to gains that exceed the outdated exclusions. This discourages them from selling, limiting housing inventory and creating more competition and higher prices for first-time homebuyers.

By increasing the capital gains exclusion and indexing it for inflation, we can remove this disincentive for homeowners to sell, opening up inventory for prospective buyers and helping to stabilize the housing market.

Members of Congress need to hear your examples of how this issue has impacted your clients and local housing market. These stories are crucial in illustrating the real-world effects of these outdated policies to lawmakers.

Please provide NAR with your real-world examples at capgains@nar.realtor, including your name, association, city/state, and contact information.

RISK MANAGEMENT

Missouri REALTORS®



LEGALline

573-447-5278

LEGAL Line is a "members only" service benefit that allows Missouri REALTORS®, both brokers and agents, direct access to an experienced real estate attorney who can provide

information on a variety of real estate law topics.

Do you have a legal question that hasn't been covered in the [LEGAL Line Library](#)? Visit [About LEGAL Line](#) to learn more.



Forms Instruction Manual Update

Reintroduced by the Missouri REALTORS® Risk Management team last year, each section of the Missouri REALTORS® Forms Instruction Manual includes line-by-line instructions on how to complete certain MR forms, including the NEW "Compensation Agreement Rider" (MSC-4025R). The manual is [provided in an electronic format](#) and can be downloaded and used electronically or printed.

FEATURED AFFILIATE



This month's featured affiliate is Becky Hartman of [Flat Branch Home Loans](#). Flat Branch Home Loans knows no two borrowers come with the same background. With each process tailored to your personal goals, aspirations and milestones, home buyers can come through their door starting somewhere different all the time, but the journey will always end at the home you've been working hard for.

To learn more, contact Becky Hartman, Senior Mortgage Banker, by email at bhartman@fbhl.com



[Are you having trouble viewing this message? Unsubscribe](#) or change your subscription preferences.

Copyright © 2025 [Missouri REALTORS®](#), All rights reserved.