



Missouri
REALTORS®

Dedicated to the American Dream

IN THE NEWS

O₂

Outreach & Output



Missouri
REALTORS®

**SIGN UP FOR 2022 O2 LEADERSHIP
POSITIONS AND OUTPUT GROUPS!**

The application process to serve as a leader within our Missouri REALTORS® 2022 O2 governance structure is now open! You can also apply in person at THE LANDING Lounge during our upcoming April Business Conference, March 30 - April 1, in Columbia. **The deadline to apply for all leadership positions is May 7, 2021.**

APPLY TODAY

Hybrid APRIL BUSINESS CONFERENCE

2021

In-Person
Events
Columbia

Missouri
REALTORS®

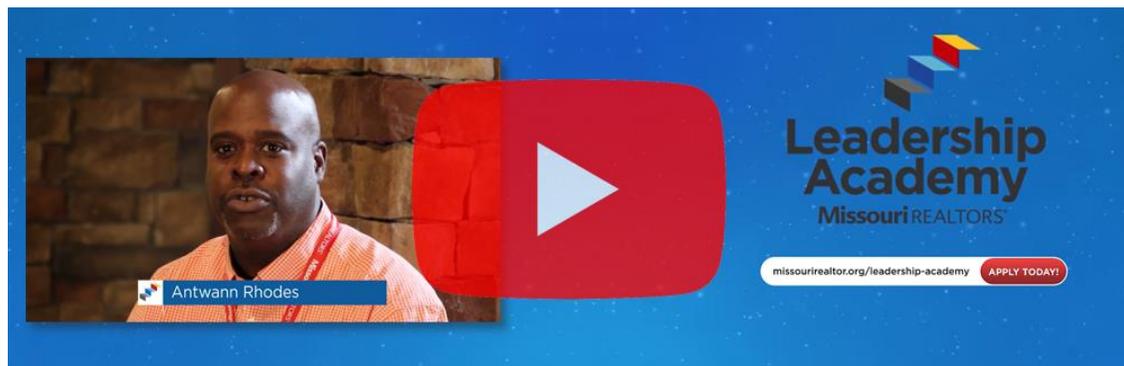
This year's *Hybrid [April Business Conference](#)* will take place March 30 - April 1 in Columbia. Join us as we kick off the conference on Tuesday, March 30 with "[The Expert Formula](#)", a free webinar hosted by the Missouri Women's Council of REALTORS® focused on cutting-edge marketing strategies. You don't want want to miss the Opening General Session.

Wednesday is a full day of governance meetings, followed by the Emerging Issues Forum. We'll wrap the day up with [Paint & Sip](#) hosted by Missouri YPN. The conference will conclude Thursday with the Board of Directors meeting, followed by a celebration of a lifetime of service for Past President R. Layne Morrill.

**All Output Group meetings will take place virtually Tuesday, March 23 and Wednesday, March 24.*

Check out the [full schedule](#), including special events, and make plans to join us virtually or in-person in Columbia!

REGISTER NOW!



The banner features a blue background with a starry pattern. On the left, there is a video thumbnail of Antwann Rhodes, a Black man in a light blue shirt, with a red play button icon overlaid. Below the thumbnail is a name tag that reads "Antwann Rhodes". To the right of the thumbnail is the "Leadership Academy Missouri REALTORS" logo, which includes a stylized graphic of three stacked blocks in blue, yellow, and red. Below the logo is the URL "missourirealtor.org/leadership-academy" and a red button that says "APPLY TODAY!".

Missouri REALTORS® is now accepting applications for the 2021-2022 Leadership Academy Class.

Missouri REALTORS® Leadership Academy creates leaders who go on to do big things in our industry and within our communities. Will this be your year? Find out more about the

Leadership Academy program [click the 'Play' button above] and submit your application today!

APPLY TODAY

The deadline to apply is May 7, 2021.



In this episode of the Missouri REALTORS® Podcast, President-Elect John Mayfield joins us to discuss the impact global real estate has on economic development, the economic ripple effect each home sale creates and much more!

Tune in to [Episode Three: Connecting the Dots | Economic Development, Advocacy and Community Outreach.](#)



ANNUAL AWARDS AND APPLICATIONS NOMINATE A MISSOURI REALTOR® TODAY!



- REALTOR® of the Year
- R. Layne Morrill Award

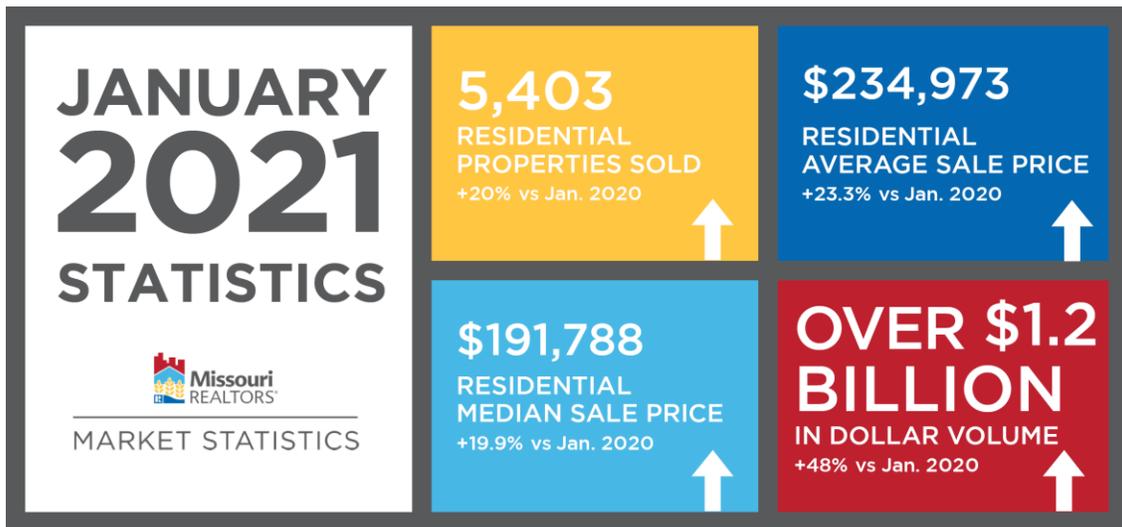
- REALTOR® Salesperson of the Year
- Bruce Aytch Code of Ethics Leadership Award
- Honor Society
- Elizabeth J. Mendenhall E3 Award
- Richard A. Mendenhall Award
- Brady Stevens Award
- Missouri Good Neighbor Award

To learn more about each award, view past recipients and access nomination forms, visit the [Awards and Applications page](#). **Deadlines vary between March 31 and September 1, 2021.** Be sure to check nomination deadlines for each award.



"That's Who We R," NAR's national advertising campaign, helps consumers understand that REALTORS® are real estate experts in their local communities, who abide by NAR's Code of Ethics and fight for real estate dreams and property rights.

Learn more about NAR's newest "[That's Who We R](#)" campaign, and access FREE marketing assets available to you.



Statewide market statistics for January 2021 are in, and the year is officially off to a stellar start. In comparison to January 2020, Missouri REALTORS® have sold more houses at increased prices. Across the board, our market statistics reveal excellent growth—growth in residential properties sold, residential sale price and total dollar volume.

To review statewide market statistics, watch the most recent edition of [Missouri REALTORS® Market Statistics](#).



Instagram Tips to Maximize Engagement

Social media has become an essential tool for businesses of all sizes. It's the easiest, most effective way to reach your target audience. And oftentimes, it's their first look and opinion of your brand. So taking the time to truly understand social media best practices is

essential in building a successful real estate business.

This month, we are highlighting Instagram—a photo-sharing app that has shifted to become a powerful marketing mechanism. The most successful businesses build connections with consumers via Instagram. It's a casual, yet very strategic entity at your disposal. To learn more about maximizing reach and engagement on Instagram, [check out our blog post](#).

PROFESSIONAL DEVELOPMENT

***Virtual* GRI 102: Finance & Inspection**

Led by instructor Nate K. Johnson, GRI 102: Finance & Inspection will take place virtually Friday, March 26. This **four-hour** class will be offered from 10:00 AM - Noon and 1:00 - 3:00 PM.

Topics include:

- How the Primary and Secondary Mortgage Markets Operate
- Requirements and Rules Regarding VA Loans & FHA-Insured Loans
- Basic Calculations for Fixed and Adjustable-Rate Mortgages
- Preparing a Client for the Three States of the Mortgage Loan Process
- The Credit Scoring System

This four-hour class offers 3 hours elective CE credit and 4 hours GRI credit (with the return of the Attestation Form and 75% or above on the exam).

For additional information, contact Kim Moriarity, Manager of Professional Development and Risk Management, at kim@morealtor.com.

REGISTER NOW!



Tips,
Ideas,
Practices



Missouri REALTORS® Video Share Library originated from the idea that the best mentors and instructors in real estate are oftentimes fellow practicing REALTORS®. Through Missouri REALTORS® Video Vault, you can find and share tips, ideas and practices to improve the business and practice of real estate across Missouri.

Do you have tips, ideas or practices you'd like to share, or would you simply like to hear what other REALTORS® are doing? Visit the [Missouri REALTORS® Video Vault](#) to learn more.

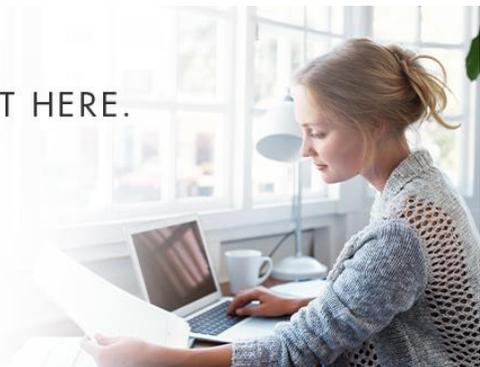


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RISK MANAGEMENT

Legal Line "Did You Know?"

This month, we are featuring an important question received by Missouri REALTORS® Legal Line.

Question: *I have an exclusive listing agreement. Another real estate licensee is contacting my client to solicit their business. What can I do?*

Answer: Depending upon the specific circumstances involved in your situation, there may be various options available to you. These include filing: 1) an ethics complaint; 2) a complaint with the Missouri Real Estate Commission ("MREC"), and 3) a civil action for tortious interference with the contract.

For additional details on pursuing the provided options, visit our most recent Legal Line resource, ["Behind the Sign" Marketing](#).

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.

ADVOCACY

Missouri REALTOR®
PARTY ★ 

The Missouri REALTOR® Party is seeking State Political Coordinators to serve as liaisons to members of the Missouri General Assembly. State Political Coordinators advocate for Missouri REALTORS® policy positions on legislative issues and serve as an industry information resource to lawmakers.

If you have a relationship with your state senator or representative or are interested in building a relationship, please take a moment to fill out the State Political Coordinator application.

For additional information, contact Erin Hervey, Vice President of REALTOR® Party and Local Board Relations, at erin@morealtor.com.

APPLY TODAY

RPAC Participation Council 2021 Pet Contest

Beginning March 1, the RPAC Participation Council will be hosting the 2021 Pet Contest. To participate, simply [invest \\$100 in RPAC in addition to submitting your pet's photo](#).

All pet photos will be narrowed down to one pet per region for a total of 13 pets. From April 1 - April 30, REALTOR® members across the country will have a chance to vote on the final 13 pets. Each vote will be \$15. Contributions received will go to support RPAC.

The deadline to submit entries is Monday, March 15. Thank you for supporting RPAC!

FEATURED MEMBER



This month, we are shining the Member Spotlight on Doug Howell.

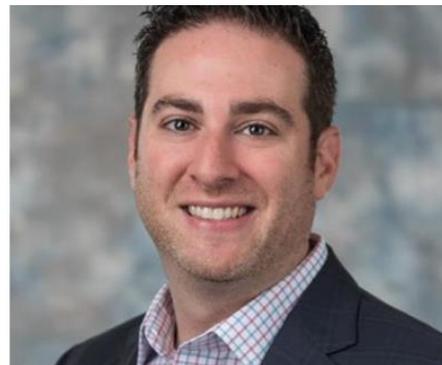
Doug Howell, from Keller Williams Realty West Partners, embodies the essence of

selflessness and volunteerism. Beyond his hard work and dedication to the real estate industry, Doug has contributed endless hours to St. Louis families in need of extra support.

The bulk of Doug's volunteer work is with the St. Louis Children's Hospital in the HemOnc Clinic. Doug spends one day a week there playing with children, supporting families and lending a hand to the hospital staff. He's so beloved that patients and families now ask for him by name.

We celebrate Doug Howell for the number of lives he's touched as a St. Louis Children's Hospital volunteer and as a Missouri REALTOR®. Check out his [member spotlight blog](#) for more details.

FEATURED AFFILIATE



This month's featured affiliate is [Choice Home Warranty](#). Offering comprehensive protection against the high cost of repair or replacement of properly maintained major systems and appliances, Choice Home Warranty strives to offer their customers fast and simple solutions.

To learn more, contact Senior Account Executive David Specter by phone at (314) 707-3441 or by email at dspecter@chwpro.com.



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