



Consumer Engagement Output Group Meeting

2026 Winter Business Conference

January 27, 2026 | 1:15 – 2:15pm

University Plaza Hotel

Chair: Liz Bruch

Vice Chair: Tami Smith

Staff Liaison: Olivia Koenig

Welcome and Opening Remarks

- Introduce Chair, Vice Chair, and Staff Liaison
- **Purpose:** To develop and implement consumer advertising, awareness, and outreach campaigns in support of the REALTOR® brand. Be the “Voice of Real Estate” by delivering information to promote the value of the REALTOR® brand; Enhance consumer outreach through market research and industry resources. Including, but not limited to, That’s Who We “R” Campaign Assets, Market Statistics Graphic and Videos, REALTOR® Relief Foundation Grants, and More.
- *We seek to cultivate a culture of belonging where everyone can participate to the full extent of their talents and abilities for their personal success and for the success of Missouri REALTORS®.*
- Stay connected with our community on The Landing
- 100% RPAC Challenge

Discussion Topics

- 2026 Goals
- Consumer Page Strategy and Feedback

Adjourn

Mission: To advance the real estate profession by safeguarding private property rights, providing essential resources, and leading with advocacy and professionalism.

Values: *Professionalism* — We value the combination of integrity and expertise. *Advocacy* — We are stewards of the profession, including but not limited to, legislative efforts. *Inclusive Collaboration* — We work with diverse communities internally and externally for the betterment of the profession.

Anti-Trust Policy: All persons affiliated with the real estate industry need to be mindful of the constraints of the anti-trust laws. There shall be no discussions of agreements or concerted actions that may restrain competition. This prohibition includes the exchange of information concerning individual REALTOR® commissions, market practice or any other competitive aspect of an individual REALTORS® operation. Each Missouri REALTORS® Executive Committee member, Board of Director's member or meeting participant is obligated to speak up immediately for the purpose of preventing any discussion falling outside the bounds indicated.