



Consumer Engagement Output Group Meeting
2024 Winter Business Conference
Tuesday, January 16 | 2:30 – 3:30 p.m. | Midway 5

Chair: Becky Klein
Vice-Chair: Matt Muren
Staff Liaison: Tristan Asbury

Welcome

- Introductions
- 100% RPAC Challenge
- Stay connected with your community on The Landing
- Let's cultivate a culture of belonging where everyone can participate to the full extent of their talents and abilities for their personal success and the success of Missouri REALTORS®.

Discussion Topics

- Output Group Purpose: *To develop and implement consumer advertising, awareness, and outreach campaigns in support of the REALTOR® brand.*
- "That's Who We R" Resource Kit/Campaign: Local-Level Focus
- Organization Assessment Update
- Concurrent Meeting Updates
- New Business
- Introduce 2024 Chair and Vice Chair
- Adjournment

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.