



Joint Consumer Engagement and Communications Output Group Meeting
2026 Spring Business Conference
April 27, 2026 | 1:15-2:15pm
Wyndham Executive Center

Consumer Engagement Output Group:

Chair: Liz Bruch

Vice Chair: Tami Smith

Staff Liaison: Olivia Koenig

Communications Output Group:

Chair: Christina Merrell

Vice Chair: Aundre Gray

Staff Liaison: Kate Stevens

Welcome and Opening Remarks

- Introduce Chairs, Vice Chairs, and Staff Liaisons
- Consumer Engagement 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, Right by you Campaign Assets, Market Statistics Graphic and Videos, REALTOR® Relief Foundation Grants, and More.
- Communications Purpose: To serve in an advisory capacity to the State Association staff in order to assist in meeting the State Association’s overall communication and marketing objectives.
- 2027 Missouri REALTORS® Committee & NAR Committee Application Deadline – June 24, 2026
- *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

- Output Group Updates – Liz & Christina
- NAR *Right by you* Campaign Update – Cara Harmon
- Consumer Page + Resources Review – Liz & Olivia
- Additional Projects
 - REALTOR® Volunteer Days Campaign – Christina & Kate
 - Canva Workshop Planning: Fall Business Conference – Christina & Kate
 - Canva Templates – Christina & Kate
 - Missouri REALTORS® Event App Update – Cara & Kate

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.