



Mississippi Real Estate Commission

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To: All Licensees

Re: MREC Notice regarding “On-demand Showing Assistance” Apps

MREC is aware of certain apps/websites that purport to provide “On-demand Showing Assistance” for real estate agents who seek to recruit a substitute agent to show a property (or perform other licensable activity).

Such apps include, but are not limited to: Showami, KeyPleaz, AgentDuty, BrokerAssist, and SHOWforME. Problematic features of these apps include user-to-user payments and the inherent risk of breach of the agent’s fiduciary duty to their client.

MREC reminds licensees that the Mississippi Real Estate License Law requires agents to accept payment for licensable activity ONLY from their principal broker/brokerage, and that accepting payment from any other source is grounds for license suspension or revocation. [Miss. Code sec. 73-35-21(l)].

Further, it is MREC’s position that agent-client fiduciary duties can only be maintained during licensable activity by a licensee identified in the WWREB form or a member of their brokerage free of any conflict.

Given the above concerns, MREC does not recommend the use of “Showing Assistance” apps in real estate practice. If such apps are used, all requirements noted above must be met.

If you have any questions, give us a call.