

Why YOU should work with a REALTOR®



All real estate licensees are not the same. Only real estate licensees who are members of the National Association of REALTORS® are properly called REALTORS®. They proudly display the REALTOR® logo on business cards or other marketing and sales literature.

REALTORS® are committed to treat all parties to a transaction honestly. REALTORS® subscribe to a strict Code of Ethics and are expected to maintain a higher level of knowledge of the process of buying and selling real estate. An independent survey reports that 84% of home buyers would use the same REALTOR® again.



Real estate transactions involve one of the biggest financial investments most people experience in their lifetime. Transactions today usually exceed \$100,000. If

you had a \$100,000 income tax problem would you attempt to deal with it without the help of a CPA? If you had a \$100,000 legal question, would you deal with it without the help of an attorney? Considering the small upside cost and the large downside risk, it would be foolish to consider a deal in real estate without the professional assistance of a REALTOR®.



REALTORS® ...

1. Help you determine your buying power.
2. Use many resources to help you in your home search.
3. Provide objective property information.
4. Help you negotiate.
5. Provide due diligence during property evaluation.
6. Help you understand financing options.
7. Market your property to many possible buyers.
8. Know when, where and how to advertise your property.
9. Help you evaluate buyers' proposals without compromising your marketing position.
10. Guide you in the closing process!

REALTOR® Code of Ethics What Sets REALTORS® Apart



REALTORS® abide by a strict Code of Ethics that governs their behavior in transactions and business relationships. They are committed to fair and honest treatment of all parties in a transaction.

The Code of Ethics stipulates the following:

Duties to Clients and Customers ...

Article 1—REALTORS® protect and promote their clients' interests while treating all parties honestly.

Article 2—REALTORS® refrain from exaggeration, misrepresentation, or concealment of pertinent facts related to property or transactions.

Article 3—REALTORS® cooperate with other real estate professionals to advance their clients' best interests.

Article 4—When buying or selling on their own account or for their families or firms, REALTORS® make their true position or interest known.

Article 5—REALTORS® do not provide professional services where they have any present or contemplated interest in property without disclosing that interest to all affected parties.

Article 6—REALTORS® disclose any fee or financial benefit they may receive from recommending related real estate products or services.

Article 7—REALTORS® receive compensation from only one party, except where they make full disclosure and receive informed consent from their client.

Article 8—REALTORS® keep entrusted funds of clients and customers in a separate escrow account.

Article 9—REALTORS® make sure that contract details are spelled out in writing and that parties receive copies.

Duties to the Public ...

Article 10—REALTORS® give equal professional service to all clients and customers irrespective of race, color, religion, sex, handicap, familial status or national origin.

Article 11—REALTORS® are knowledgeable and competent in the fields of practice in which they engage or they get assistance from a knowledgeable professional, or disclose any lack of expertise to their clients.

Article 12—REALTORS® paint a true picture in their advertising and in other public representations.

Article 13—REALTORS® do not engage in the unauthorized practice of law.

Article 14—REALTORS® willingly participate in ethics investigations and enforcement actions.

Duties to REALTORS® ...

Article 15—REALTORS® make only truthful, objective comments about other real estate professionals.

Article 16—REALTORS® respect the exclusive representation or exclusive brokerage relationship agreements that other REALTORS® have with their clients.

Article 17—REALTORS® arbitrate financial disagreements with other REALTORS® and with their clients.

Under All is the Land...

The preamble to the REALTOR® Code of Ethics describes the beliefs undergirding real estate transactions conducted by REALTORS®.



"Under all is the land. Upon its wise utilization and widely allocated ownership depend the survival and growth of free institutions and of our civilization. REALTORS® should recognize that the interests of the nation and its citizens require the highest and best use of the land and the widest distribution of land ownership. They require the creation of adequate housing, the building of functioning cities, the development of productive industries and farms, and the preservation of a healthful environment.

Such interests impose obligations beyond those of ordinary commerce. They impose grave social responsibility and a patriotic duty to which REALTORS® should dedicate themselves, and for which they should be diligent in preparing themselves. REALTORS®, therefore, are zealous to maintain and improve the standards of their calling and share with their fellow REALTORS® a common responsibility for its integrity and honor."

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Board of REALTORS®*

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REALTOR®

the Right Choice

for YOU



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