

Pathways to Professionalism

While the Code of Ethics and Standards of Practice of the National Association establishes objective, enforceable ethical standards governing the professional conduct of REALTORS[®], it does not address issues of courtesy or etiquette. Based on input from many sources, the Professional Conduct Working Group of the Professional Standards Committee developed the following list of professional courtesies for use by REALTORS[®] on a voluntary basis. This list is not all-inclusive, and may be supplemented by local custom and practice.

I. Respect for the Public

1. Follow the “Golden Rule” – Do unto others as you would have them do unto you.
2. Respond promptly to inquiries and requests for information.
3. Schedule appointments and showings as far in advance as possible.
4. Call if you are delayed or must cancel an appointment or showing.
5. If a prospective buyer decides not to view an occupied home, promptly explain the situation to the listing broker or the occupant.
6. Communicate with all parties in a timely fashion.
7. When entering a property, ensure that unexpected situations, such as pets, are handled appropriately.
8. Leave your business card if not prohibited by local rules.
9. Never criticize property in the presence of the occupant.
10. Inform occupants that you are leaving after showings.
11. When showing an occupied home, always ring the doorbell or knock – and announce yourself loudly – before entering. Knock and announce yourself loudly before entering any closed room.
12. Present a professional appearance at all times; dress appropriately and drive a clean car.
13. If occupants are home during showings, ask their permission before using the telephone or bathroom.
14. Encourage the clients of other brokers to direct questions to their agent or representative.
15. Communicate clearly; don’t use jargon or slang that may not be readily understood.
16. Be aware of and respect cultural differences.
17. Show courtesy and respect to everyone.
18. Be aware of – and meet – all deadlines.
19. Promise only what you can deliver – and keep your promises.
20. Identify your REALTOR[®] and your professional status in contacts with the public.
21. Do not tell people what you think – tell them what you know.

II. Respect for Property

1. Be responsible for everyone you allow to enter listed property.
2. Never allow buyers to enter listed property unaccompanied.
3. When showing property, keep all members of the group together.
4. Never allow unaccompanied access to property without permission.
5. Enter property only with permission even if you have a lockbox key or combination.
6. When the occupant is absent, leave the property as you found it (lights, heating, cooling, drapes, etc). If you think something is amiss (e.g. vandalism) contact the listing broker immediately.
7. Be considerate of the seller’s property. Do not allow anyone to eat, drink, smoke, dispose of trash, use bathing or sleeping facilities, or bring pets. Leave the house as you found it unless instructed otherwise.
8. Use sidewalks; if weather is bad, take off shoes and boots inside property.

III. Respect for Peers

1. Identify your REALTOR[®] and professional status in all contacts with other REALTORS[®].
2. Respond to other agents’ calls, faxes, and e-mails promptly and courteously.
3. Be aware that large electronic files with attachments or lengthy faxes may be a burden on recipients.
4. Notify the listing broker if there appears to be inaccurate information on the listing.
5. Share important information about a property, including the presence of pets; security systems; and whether sellers will be present during the showing.
6. Show courtesy, trust and respect to other real estate professionals.
7. Avoid the inappropriate use of endearments or other denigrating language.
8. Do not prospect at other REALTORS[®]’ open houses or similar events.
9. Return keys promptly.
10. Carefully replace keys in the lockbox after showings.
11. To be successful in the business, mutual respect is essential.
12. Real estate is a reputation business. What you do today may affect your reputation – and business – for years to come.

Clark County's Best Practices

- an Addendum to the Pathways to Professionalism

IV. Respect for the Public

1. Follow the "Golden Rule" – Do unto others as you would have them do unto you.
2. Educate yourself
3. Follow through
4. Communicate, communicate, communicate

V. Respect for Property

1. Follow the "Golden Rule" – Do unto others as you would have them do unto you.

VI. Respect for Peers

1. Follow the "Golden Rule" – Do unto others as you would have them do unto you.
2. Educate yourself
3. Follow through
4. Communicate, communicate, communicate
5. Be honest about representation status of clients and customers. Always follow Law of Agency.
6. Keep listing information updated on MLS
7. Always remember statutory duties to the party you represent
8. Listing brokers present at a showing should respect the relationship between the selling broker and their customer even when there is not a signed buyer agency agreement form.
9. Selling brokers should likewise respect a seller's relationship with their listing broker when a seller is present at a showing.
10. Notify buyer's brokers of unaccepted offers as soon as possible
11. Read all private remarks and special showing instructions carefully.
12. Notify listing brokers of offers being submitted.
13. In instances of simultaneous showings:
 1. Give brokers time to finish showing and exit a listing before entering,
 2. Be respectful of brokers and their customers waiting to show a listing
 3. Always secure the key in the lockbox between showings so that listing broker has accurate showing data
14. Make working together easy:
 1. Remember you represent someone else
 2. Remove your personal emotions from the transaction
 3. Be diplomatic and compassionate
15. You are a teacher to others. What do you want them to learn?
16. Think about how your actions affect others.
17. After mutual agreement, recap in writing all terms, forms received, trailing paperwork, signatures needed, etc. and confirm with the cooperating broker and your client or customer to prevent misunderstandings and promote clear lines of communication. Update recap as items are completed and checked off.