

## NEW RULES OF THE ROAD – NAR CODE

**3.0 Hours CS**

The course provides the REALTOR® licensee the history, purpose and process of the NAR Code of Ethics and standards of professional behaviors as real estate licensees. The REALTOR® is reminded of their PROMISE and will demonstrate increased professionalism, have greater knowledge of the complaint process.

*your guide to . . .*

### **I. Market Overview**

- A. Contract Trends
- B. Valuation Trends
- C. Driving Forces

### **II. Brief Overview of NAR**

- A. History
- B. Purpose
- C. Impact

### **III. The Code – Your Promise**

- A. Preamble
- B. Articles
- C. Standards of Practice
- D. Who is bound by the Code
- E. Correlation with Federal and State Laws

### **IV. NAR**

- A. Recent Changes to the Code
- B. Policy Changes
- C. Most Common violations
- D. Enforcement
- E. Alternative Dispute Resolution
- F. Pathways to Professionalism

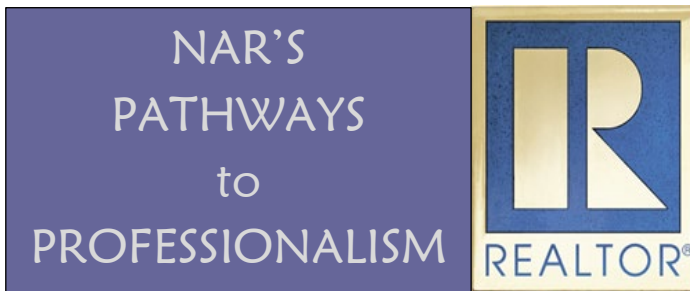
### **V. Enforcement**

- A. Association Responsibility
- B. Mediation and Arbitration
- C. Procuring Cause Issues

**NAR history, Our PROMISE of EXCELLENCE, the purposes served;  
Self Policing Industry; utilizing the process . . .**

**VI. Case Studies**

- A. Coming Soon
- B. Dual Agency
- C. Advertising
- D. Misrepresentation



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 as a result of local customs and practices.

These professional courtesies are intended to be used by REALTORS® on a voluntary basis, and cannot form the basis for a professional standards complaint.

**I. Respect for the Public**

1. Follow the "Golden Rule": Do unto other 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.

**What do you wish Agents would do better? Professional Behaviors most needed; your commitment to make a positive change that impacts levels of professionalism.**

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.
9. Respect sellers' instructions about photographing or video graphing their properties' interiors or exteriors.

## **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.



## WIRE FRAUD ADVISORY

Criminals are targeting social media and email to steal information. This is particularly common in real estate transactions because sensitive data, including social security numbers, bank account numbers, and wire instructions are often sent by electronic means. We do not want you to be the next victim of wire fraud. Money wired to a fraudulent account is stolen money that typically cannot be recovered. Additionally, there is generally no insurance for this loss. You may never get the money back.

### PROTECT YOURSELF

#### **DO NOT TRUST EMAILS CONTAINING WIRE INSTRUCTIONS**

- If you receive an email containing wire transfer instructions, immediately call your escrow officer to ensure the validity of the instructions.

#### **DO NOT TRUST EMAILS SEEKING PERSONAL/FINANCIAL INFORMATION**

- If you receive an email requesting personal/financial information or asking you to download, click on a link, send, and/or do anything that may seem unusual to you, call your escrow officer immediately prior to acting on the suspicious email to verify the validity of the email.

#### **TRUST YOUR SOURCE OF INFORMATION**

- Never direct, accept or allow anyone in the transaction to consent to receiving transfer instructions without a direct personal telephone call to the individual allegedly providing the instructions.
- It is imperative that this call be made to a number obtained in person from the individual or through other reliable means, not from a number provided in the email or the wiring instructions.

#### **ONLINE RESOURCES:**

There are many online sources that can provide useful information regarding similar topics including, but not limited to, the following sites:

- The Federal Bureau of Investigation @ <https://www.fbi.gov/scams-and-safety>
- The Internet Crime Complaint Center @ [www.ic3.gov](http://www.ic3.gov)
- The National White Collar Crime Center @ <http://www.nw3c.org/research>
- On Guard Online @ [www.onguardonline.gov](http://www.onguardonline.gov)

### VERIFY AND NOTIFY

**Before you wire funds to any party (including your lawyer, title agent, mortgage broker, or real estate agent) personally meet them or call a verified telephone number (not the telephone number in the email) to confirm before you act!**

**Immediately notify your banking institution and Settlement/Title Company if you are a victim of wire fraud.**

**The undersigned acknowledges receipt of this Wire Fraud Advisory.**

Client \_\_\_\_\_

Date \_\_\_\_\_

Client \_\_\_\_\_

Date \_\_\_\_\_