



Your Courtesy Promotes Your Business

DO EXTEND PROFESSIONAL COURTESY AT ALL TIMES.

DO IDENTIFY YOURSELF.

DO RETURN ALL CALLS PROMPTLY.

DO CALL REALTORS DURING OFFICE HOURS.

DO LEAVE BUSINESS CARDS WHEN SHOWING HOMES.

DO LEAVE PROPERTY AS YOU FOUND IT.

DO INCLUDE ALL SPECIAL INFO ON YOUR LISTING.

DO CALL PRIOR TO SHOWING.

DO NOTIFY IF YOU'RE UNABLE TO KEEP APPOINTMENT.

DO ACT, DRESS, AND BE PROFESSIONAL.

ALWAYS REMEMBER THE "GOLDEN RULE"

DO UNTO OTHERS AS YOU WOULD HAVE
THEM DO UNTO YOU



I. Respect for the Public...

- Follow the "Golden Rule" – Do unto others as you would have them do unto you.
- Respond promptly to inquiries and requests for information.
- Present a professional appearance at all times; dress appropriately and drive a clean car.
- Communicate clearly; don't use jargon or slang that may not be readily understood.
- Be aware of and respect cultural differences.
- Show courtesy and respect to everyone.
- Spend sufficient time with the client on the front end explaining the buying and selling process.
- Promise only what you can deliver – and keep your promises.
- Identify your REALTOR® and your professional status in contacts with the public.
- Do not tell people what you think – tell them what you know.

II. Respect for Peers for Selling Brokers...

- Identify yourself on the front end by name and firm name.
- Schedule appointments and showings as far in advance as possible.
- Call if you are delayed or must cancel an appointment or showing.
- Read the MLS Remarks for special instructions prior to showing the property.
- If a prospective buyer decides not to view an occupied home, promptly explain the situation to the listing broker or the occupant.
- 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.
- When entering a property, ensure that unexpected situations, such as pets, are handled appropriately.
- If occupants are home during showings, ask for permission before using the telephone or bathroom.
- Be responsible for everyone you allow to enter listed property.
- Never allow buyers to enter property unaccompanied.
- When showing property, keep all members of the group together.
- Never allow unaccompanied access to property without permission.
- Enter property only with permission even if you have a lockbox key or combination.
- 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.

- Use sidewalks; if weather is bad, take off shoes and boots inside property.
- Obtain permission of seller before video recording property.
- Never criticize property in the presence of the occupant.
- Inform occupants that you are leaving after showings.
- 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.
- Carefully replace keys in the lockbox after showings.
- Notify the listing broker if there appears to be inaccurate information on the listing.

- At the time of writing the offer advise the buyer to write the earnest money check to the listing broker.
- Give a courtesy call to the listing broker before delivering an offer.
- Promptly deliver the earnest money check to the listing broker, unless otherwise specified in the contract.
- Stay in touch with the lender and follow up on loan processing.
- Coordinate inspections and repairs.

III. For Listing Brokers...

- Utilize the MLS REALTOR® Remarks to share important information about a property, including the presence of pets and security systems.
- Utilize the Media function of Tempo to make available to cooperating brokers required documents.
- Be sure your assistant has viewed the property before calling cooperating brokers for feedback.
- Subject to seller's consent, keep all parties informed about multiple offers.

IV. In General...

- Communicate with all parties in a in a timely fashion.
- Respond to other agents' calls, faxes, and e-mails promptly and courteously.
- Encourage the clients of other brokers to direct questions to their agent or representative.
- Do not prospect at other REALTORS® open houses or similar events.
- Avoid placing calls after hours that are not time sensitive.
- Leave detailed messages, i.e. time and date of appointment desired, feedback request, etc.
- On outgoing voicemail messages, alert the caller of your work schedule (i.e., "If this call is after 6:00 p.m. I will return the call the next business day").
- Be aware of – and meet – all deadlines.
- Be aware that large electronic files with attachments or lengthy faxes may be a burden on recipients.
- If you are new in the business, let the other agent know that.
- If you are experienced, be willing to guide the new agent as appropriate in the transaction.
- Don't be condescending to the other agent and make demands; avoid placing blame.
- Avoid the inappropriate use of endearments or other denigrating language.
- Show courtesy, trust and respect to other real estate professionals.
- To be successful in the business, mutual respect is essential.
- Real estate is a reputation business. What you do today may affect your reputation and business – for years to come.
- Use NAR's Grievance and Professional Standards process: Changing the mindset from "tattle telling" to "maintaining and improving professionalism."

Written by the National Association of REALTORS®