

*Real estate  
is a  
REPUTATION  
business.*

Being a member  
of the NATIONAL  
ASSOCIATION  
OF REALTORS®

means you hold yourself to a higher standard.

The REALTOR® Code of Ethics and Standards of Practice set us apart from those who are not members by establishing objective, enforceable ethical standards that govern the professional conduct of REALTORS®.

Beyond those standards are additional issues of courtesy and etiquette you should be mindful of when dealing with properties, clients, customers and fellow REALTORS® that are important to maintaining your — and all REALTORS® — reputation.

**THE FOLLOWING ARE SUGGESTED PROFESSIONAL COURTESIES TO KEEP IN MIND AS YOU CONDUCT BUSINESS, SUPPLEMENTED BY ANY RELEVANT LOCAL CUSTOMS OR PRACTICES.**

*5 things to keep in mind  
when showing an occupied home:*

- **ALWAYS RING THE DOORBELL OR KNOCK** and announce yourself clearly before entering the home or any closed room.
- **BE PREPARED TO DEAL WITH UNEXPECTED SITUATIONS** (such as pets) appropriately when entering a property.
- **ASK PERMISSION BEFORE USING THE TELEPHONE OR BATHROOM** if occupants are home during showings.
- **NEVER CRITICIZE PROPERTY** in the presence of the occupant.
- **INFORM OCCUPANTS** that you are leaving after showings.

What you do today may affect your reputation and business for years to come — as well as have an impact on the way all REALTORS® are perceived.

Together, we can help create the right environment for everyone involved in the transaction, resulting in a mutually respectful and successful process.

For more information, visit  
[www.REALTOR.org/professionalism](http://www.REALTOR.org/professionalism)

Content derived from *NAAR's Pathways to Professionalism* and the Professional Conduct Working Group of the Professional Standards Committee, based on input from many sources.  
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*A Pathway to  
Professional  
Conduct*

**RESPECT STARTS HERE.**

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# Respect for Property

- **BE RESPONSIBLE FOR EVERYONE** you allow to enter the listed property.
- **KEEP ALL MEMBERS OF THE GROUP TOGETHER** when showing property.
- **NEVER GIVE ANYONE UNACCOMPANIED ACCESS** to a listed property without permission.
- **ENTER PROPERTY ONLY WITH PERMISSION** even if you have a key from a lockbox.
- **LEAVE THE PROPERTY AS YOU FOUND IT** (lights, heating, cooling, drapes, etc.) when the occupant is absent.
- **TAKE OFF SHOES AND BOOTS INSIDE PROPERTY** if the weather is bad.
- **CONTACT THE LISTING BROKER IMMEDIATELY** if you think something is amiss (e.g., vandalism) with a property.
- **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 without permission.
- **USE SIDEWALKS** and walkways to avoid damaging landscaping or tracking in debris.

*Timeless Tips:*  
• **FOLLOW THE "GOLDEN RULE."** *Do unto others as you would have them do unto you.*  
• **SHOW COURTESY AND RESPECT** to everyone.

# Respect for the Public

- **IDENTIFY YOUR REALTOR AND PROFESSIONAL STATUS** in contacts with the public.
- **LEAVE YOUR BUSINESS CARD** if not prohibited by local rules.
- **ENCOURAGE THE CLIENTS OF OTHER BROKERS** to direct questions to their agent or representative.
- **DO NOT TELL PEOPLE WHAT YOU THINK;** tell them what you know.
- **RESPOND PROMPTLY** to inquiries and requests for information.
- **CALL IF YOU ARE DELAYED OR MUST CANCEL** an appointment or showing.
- **PROMPTLY EXPLAIN THE SITUATION** to the listing broker or the occupant if a prospective buyer decides not to view an occupied home.
- **COMMUNICATE CLEARLY;** don't use jargon or slang that may not be readily understood.
- **SCHEDULE APPOINTMENTS AND SHOWINGS** as far in advance as possible.
- **PROMISE ONLY WHAT YOU CAN DELIVER** and keep your promises.

*Timeless Tips:*  
• **COMMUNICATE WITH ALL PARTIES** *in a timely fashion.*  
• **PRESENT A PROFESSIONAL APPEARANCE AT ALL TIMES.** *Dress appropriately and drive a clean car.*

# Respect for your Peers

- **IDENTIFY YOUR REALTOR AND PROFESSIONAL STATUS** in all contacts with other REALTORS.
- **PROMPTLY AND COURTEOUSLY RESPOND** to other agents' calls, emails and faxes.
- **BE AWARE** that large electronic files with attachments or lengthy faxes may be a burden on recipients.
- **NOTIFY THE LISTING BROKER** if there appears to be inaccurate information on the listing.
- **SHARE IMPORTANT INFORMATION ABOUT A PROPERTY,** including the presence of pets, security systems, and whether sellers will be present during the showing.
- **SHOW COURTESY, TRUST AND RESPECT** to other real estate professionals.
- **AVOID THE INAPPROPRIATE USE OF ENDEARMENTS** or other denigrating language.
- **DO NOT PROSPECT** at other REALTORS' open houses or similar events.
- **RETURN KEYS PROMPTLY** and carefully replace in the lockbox after showings.

*Timeless Tips:*  
• **BE AWARE OF AND MEET ALL DEADLINES.**  
• **BE AWARE OF AND RESPECTFUL** *of cultural differences.*

