



# NATIONAL REAL ESTATE ETHICS DAY®

#NationalEthicsDay

Understanding the Code of Ethics and its requirements makes us better REALTORS®. This course will walk REALTORS® through the articles of the Code with emphasis on the most misunderstood and/or are most violated. Bringing the very best representation to our buyer and seller clients is our number one goal and following the Code can help you do that. This course also provides REALTORS® with a reliable reference for guidance in dealing with complex situations in today's day to day practice of real estate. Students will learn how the Code of Ethics compares with the concept of general business ethics.

## **Upon completion of the Code of Ethics Orientation class, you will be able to:**

1. Briefly describe the history of the Code of Ethics as it relates to its origins, its influence on state licensing laws and its establishment of arbitration as the monetary dispute resolution process between REALTORS®.
2. Identify concepts in the Preamble to the Code of Ethics, including concepts such as the wide distribution of land ownership, highest and best use of the land, principles of competency, fairness and high integrity and the concept of adherence to the Code regardless of an inducement of profit and/or an instruction from clients to the contrary.
3. Identify the Golden Rule as one of the foundations upon which the Code of Ethics is built.
4. List the major categories of Articles in the Code (Duties to Clients and Customers, Duties to the Public and Duties to REALTORS®).
5. Describe the structure of the Code and its supporting materials (Articles, Standards of Practice and Case Interpretations).
6. List Articles of the Code which are commonly the subject of complaints.
7. Describe the concepts of these commonly cited Articles of the Code, including Articles 1, 2, 9, 12, and 16.
8. Given case studies, fact scenarios or similar interactive learning methods, identify possible violations of the Code of Ethics, specifically related to the commonly cited Articles.
9. Describe the professional standards enforcement process of the association, including the distinction between an ethics complaint and an arbitration request, and the differences between the Grievance Committee and the Professional Standards Committee.

# LEIGH BROWN



NATIONAL REAL ESTATE  
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Leigh is a successful REALTOR®, forward-thinking CEO, and #1 best-selling author. She runs one of the top real estate teams in the country, is a kickin’ keynote speaker, and LOVES everything baseball.

Leigh has a gift for motivating people to become a better version of themselves. She has achieved at the highest levels, and has worked with the highest ranks in business today. Her career path allows her the experience to impact business growth both large and small and her inspirational speeches have been heard all over the United States and the globe – from Miami to Dubai!

From CEO’s of premier companies to REALTORS® just learning their way, Leigh’s experiences can impact any journey. Whether it be leadership structure for the new era of business or rock-solid sales techniques to blast through your goal, Leigh wants to help YOU!

*“This is my gift to my profession, no fee goes directly to me — after we pay for the overhead for the event, we’re going to make a giant gift to the REALTORS® Relief Foundation.” said Brown. “Last year we had 250 Associations on board and over \$40,000 donated to REALTORS® Relief Foundation. We’re going to get the hashtag trending again #NationalEthicsDay and get our REALTOR® members talking about what it means to be bound by the Code of Ethics. Not just talking about it like words on paper.”*

*~ Leigh Brown*

# ETHICS PANEL



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The National Real Estate Ethics Day® Ethics Panel of Advisors will be available during the LIVE presentation to provide advice, feedback, and/or assistance that will positively impact the participant’s knowledge of the REALTOR® Code of Ethics.

Like the page and post your questions as a comment under the “QUESTIONS HERE POST”.

*\* If you would like to keep your concern confidential, please utilize Facebook messenger.*

[www.facebook.com/NationalCodeofEthicsDay](http://www.facebook.com/NationalCodeofEthicsDay)



**Amanda Creel**

Chief Executive Officer,  
Prescott Area Association  
of REALTORS®



**Shelly Duncan**

2017 President,  
Wyoming Association  
of REALTORS®



**Karen Randolph**

2019 President,  
Northeast Tennessee  
Association of  
REALTORS®



**Carol C. Seal**

Chief Executive Officer,  
Greater Chattanooga  
REALTORS®



**Stephanie White**

CEO of the Mobile  
Area Association of  
REALTORS®

*Learn more about your National Real Estate Ethics Day® Ethics Panel of Advisors:*

[NationalEthicsSay.com/  
nreed-ethics-panel](http://NationalEthicsSay.com/nreed-ethics-panel)

# #NationalEthicsDay



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## Add our cool frame to your Facebook profile picture!

- On your mobile device, click on your profile picture
- Select: **your Profile Photo** and **Add Frame**
- Search for: **NationalEthicsDay**

## Add our picture effect to your Facebook photos in your posts and stories!

- Find post on [www.facebook.com/NationalCodeofEthicsDay](http://www.facebook.com/NationalCodeofEthicsDay)
- Select “Try It” from post (sends link to your mobile device)
- Click on mobile alert to add effect
- Create new post, select photo, add effect
- Post to your page and story with #NationalEthicsDay



## Change your Facebook cover image to show your support!

- Download header.jpg at [NationalEthicsDay.com/participant](http://NationalEthicsDay.com/participant)
- Upload to your Facebook page header
- *Bookmark webpage for more social media downloads and resources after the presentation!*

**Hashtag your posts:**

**#NationalEthicsDay**

**\*100% of donated funds benefit victims of disasters in the US and its territories**



# REALTORS® Relief Foundation

## WHO IS INVOLVED

- The National Association of REALTORS® and the state & local associations we partner with absorb all of the administrative costs
- We help everyone - REALTOR® family and the general public

## WHAT WE DO TO HELP

- Our exempt purpose is to provide housing assistance. The foundation meets that exempt purpose by providing mortgage assistance or temporary rental assistance
- Distributed almost \$32 million for housing assistance and helped with 80 disasters in 39 states and territories
- The foundation has provided aid to over 13,000 families

## DONATE TODAY!

### HOW TO DONATE - ONLINE

Access our secure online form to make a credit card contribution [www.NAR.REALTOR/RRF](http://www.NAR.REALTOR/RRF)

### HOW TO DONATE - BY MAIL

Make checks payable to:

REALTORS® RELIEF FOUNDATION

430 N. Michigan Avenue  
Chicago, IL 60611

CHECK MEMO DESCRIPTION: RRF CONTRIBUTION

**THAT'S  
WHO  
WE**



REALTOR®

\*The National Association of REALTORS® launched RRF in 2001 to aid families victimized by the Sept. 11 terrorist attacks, and continues to provide assistance in times of disaster