



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
ETHICS DAY
#NationalEthicsDay



f/ v leighbrownspeaker
in/ @ leighthomasbrown
t leighbrown

leighbrown.com
leigh@leighbrown.com
704.507.5500

Many know Leigh for her accomplishments as a highly successful REALTOR® and a best-selling author. This just begins to scratch the surface. She is an award-winning educator and influencer. She is an innovative CEO and a must-see keynote speaker. In fact, she has spoken all over the world – from Garden City to Phnom Penh! She actively educates professionals in every realm of business leadership and relationships. Leigh is a do-it-all professional.

Leigh has a passion for motivating those around her to want more. She has worked with all ranges of the professional spectrum – from new-to-the-trade rookies to CEOs of massively successful brands. It is her ability to articulate complex concepts in ways that everyone can relate to that makes her leadership so impactful.

Leigh wants to leave her mark on the next generation of professionals. Whatever your field of business is, Leigh has tools that can promote growth and a team-oriented environment. She has the sales techniques; she has the experience; she has the PASSION! 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



NATIONAL REAL ESTATE
ETHICS DAY
#NationalEthicsDay

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



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



NATIONAL REAL ESTATE
ETHICS DAY[®]
#NationalEthicsDay



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
- 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
- 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

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