



NATIONAL REAL ESTATE
ETHICS DAY
#NationalEthicsDay

Course Name: REALTOR® Code of Ethics: Conversion Using The CODE

Instructor: Leigh Brown

Duration of Course: 3 hr (150 instructional minutes)

Timed Outline

Minutes	Outline
10	<ol style="list-style-type: none">1. The History of The Code2. Aspirational Concepts of the Preamble to the Code3. The Structure of the Code<ol style="list-style-type: none">Three major sectionsThe Standards of PracticeThe Code's 17 Articles are broad statements of ethical principles.Important Note: Only violations of the Articles can result in disciplinary action.
10	<ol style="list-style-type: none">4. How the Code Evolves<ol style="list-style-type: none">When needed, amendments to the Code, the Standards of Practice, and the Official Interpretations are made at the NAR Midyear Meetings and the REALTORS® Conference and Expo.The NAR Interpretations and Procedures Subcommittee frequently make recommendations to the Professional Standards Committee about enhancements to professional standards procedures and to the Code of Ethics.All proposed changes to the Code and to the policies and procedures by which the Code is enforced must be approved by the Board of Directors. Amendments to the 17 Articles must also be approved by the Delegate Body.5. The Preamble<ol style="list-style-type: none">"Under all is the land. Upon its wise utilization and widely allocated ownership depend the survival and growth of free institutions and of our civilization"

Minutes	Outline
15	6. Article 1 – The Honest Messenger <ul style="list-style-type: none"> A. “When representing a buyer, seller, or other client as an agent, REALTORS® pledge themselves to protect and promote the interests of their client. This obligation to the client is primary, but it does not relieve REALTORS® of their obligation to treat all parties honestly. When serving a buyer, seller, landlord, tenant or other party in a non-agency capacity, REALTORS® remain obligated to treat all parties honestly” B. Case #1-17: Listing Property at Excessive Price C. Guilty or Not Guilty? D. Case #1-19: Knowledge of Proposed Legislation D. Guilty or Not Guilty?
15	7. Article 2 – Just the Facts, Ma’am <ul style="list-style-type: none"> A. Avoid exaggeration, misrepresentation and concealment of pertinent facts. Do not reveal facts that are confidential under the scope of your agency relationship. B. Case #2-4: Obligation to Ascertain Pertinent Facts C. Guilty or Not Guilty?
10	BREAK
10	8. Article 3 – Can’t We All Get Along <ul style="list-style-type: none"> A. Cooperate with other real estate professionals to advance your client’s best interests. B. Case #3-1: Rules of MLS May Not Circumvent Code C. Guilty or not Guilty
10	9. Article 4 – Secret Secrets Are No Fun <ul style="list-style-type: none"> A. When buying or selling, make your position in the transaction or interest known. B. Case #4-4: Responsibility for Subordinates C. Guilty or Not Guilty?
10	10. Article 5 – Tell ‘Em How You Feel <ul style="list-style-type: none"> A. Disclose present or contemplated interest in any property to all parties. B. Case #5-1: Contemplated Interest in Property Appraised C. Guilty or Not Guilty?
5	11. Article 6 – Side Dealing? <ul style="list-style-type: none"> A. Avoid side deals without your client’s informed consent. B. Case #6-5: Advertising Real Estate-Related Products and Services C. Guilty or Not Guilty?

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5	12. Article 7 – Who’s Paying Whom? <ul style="list-style-type: none"> A. Accept compensation from only one party, except with full disclosure and informed consent. B. Case #7-1: Acceptance of Compensation from Buyer and Seller C. Guilty or Not Guilty?
5	13. Article 8 – No Money Under the Mattress <ul style="list-style-type: none"> A. Keep the funds of clients and customers in escrow. B. Case #8-1: Failure to Put Deposit in Separate Account C. Guilty or Not Guilty?
5	14. Article 9 – If It Ain’t in Writing <ul style="list-style-type: none"> A. Assure, whenever possible, that transactional details are in writing.
10	BREAK
10	15. Article 10 – What You Do For One, You Do For All <ul style="list-style-type: none"> A. Provide equal service to all clients and customers. B. Case #10-2: Denial of Equal Professional Service C. Guilty or Not Guilty? D. Case #10-5: Use of “Choose Your Neighbor” Form Letters as Part of a Marketing Campaign E. Guilty or Not Guilty?
5	16. Article 11 – Learn and Ask Before You Proclaim <ul style="list-style-type: none"> A. Be knowledgeable and competent in the fields of practice in which you ordinarily engage. Obtain assistance or disclose lack of experience if necessary. B. Case #11-1: Appraiser’s Competence for Assignment C. Guilty or Not Guilty?
5	16. Article 11 – Learn and Ask Before You Proclaim <ul style="list-style-type: none"> A. Be knowledgeable and competent in the fields of practice in which you ordinarily engage. Obtain assistance or disclose lack of experience if necessary. B. Case #11-1: Appraiser’s Competence for Assignment C. Guilty or Not Guilty?
5	17. Article 12- How Old IS That Picture <ul style="list-style-type: none"> A. Present a true picture in your advertising and other public representations. B. Case #12-2: Exaggeration in Advertising C. Guilty or Not Guilty?

Minutes	Outline
5	18. Article 13 – You’re Not An Attorney (Unless You Are) <ul style="list-style-type: none"> A. Do not engage in the unauthorized practice of law. B. Case #13-1: Preparation of Instrument Unrelated to Real Estate Transaction C. Guilty or Not Guilty?
5	19. Article 14 – Go Pull A Switch <ul style="list-style-type: none"> A. Be a willing participant in Code enforcement procedures. B. Case #14-2: Refusal to Submit Pertinent Facts C. Guilty or Not Guilty?
5	20. Article 15 – If You Don’t Have Something Nice to Say <ul style="list-style-type: none"> A. Ensure that your comments about other real estate professionals are truthful and not misleading. B. Case #15-2: Intentional Misrepresentation of a Competitor’s Business Practices C. Guilty or Not Guilty?
5	21. Article 16 – Check For The Ring <ul style="list-style-type: none"> A. Respect the exclusive representation or exclusive brokerage relationship agreements that other REALTORS® have with their clients. B. Case #16-18: Assumed Consent for Direct Contact C. Guilty or Not Guilty?
5	22. Article 17 – Arbitration <ul style="list-style-type: none"> A. Arbitrate contractual and specific non-contractual disputes with other REALTORS® and with your clients. 23. Continue the Conversation <ul style="list-style-type: none"> A. www.facebook.com/NationalCodeofEthicsDay
10	BREAK