

Part 2: Business Ethics, NAR Code of Ethics, and Pathways to Professionalism

5. Pathways to Professionalism

The Code includes objective and enforceable ethical standards, but does not address the voluntary, professional courtesies and etiquette guidelines discussed in the Pathways to Professionalism. Courtesies such as responding promptly to questions and requests for information, returning phone calls, showing courtesy and respect to everyone – these and similar guidelines for good business are included in the Pathways to Professionalism document.

Although not a complete list, the Pathways to Professionalism may be supplemented to include local customs and practices. The Pathways to Professionalism reflects how we all would like everyone to act in the real estate profession.

- Is a comprehensive list of service criteria for the industry and professional courtesies for REALTORS® to enhance their professional conduct.
- Three major sections
 - Respect for the public
 - Respect for property
 - Respect for peers

Exercise: Pathways to Professionalism

Pathways to Professionalism

These professional courtesies are intended to be used by REALTORS® on a voluntary basis and cannot form the basis for a professional standards complaint.

Three key areas of respect: property, the public, and peers.

Remember, you are the protector of that home.

Respect for the Public

1. Follow the "Golden Rule": Do unto other as you would have them do unto you.
2. Respond promptly to inquiries and requests for information.
3. Schedule appointments and showings as far in advance as possible.
4. Communicate promptly if you are delayed or must cancel an appointment or showing. If a prospective buyer decides not to view an occupied home, promptly communicate the situation to the listing broker or the occupant.
5. When entering a property ensure that unexpected situations, such as pets, are handled appropriately.
6. Never criticize property in the presence of the occupant.
7. 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 rooms.
8. Present a professional appearance.
9. If occupants are home during showings, ask their permission before using the bathroom.
10. Encourage the clients of other brokers to direct questions to their agent or representative.
11. Communicate clearly; Ensure specialized language and real estate terminology is understood.
12. Be aware of and respect cultural differences.
13. Be aware of—and meet—all deadlines.
14. Promise only what you can deliver—and keep your promises.
15. Do not tell people what you think—tell them what you know.

Respect for Property

1. When showing a property, be responsible for your clients/customers and keep the group together.
2. Make reasonable and timely accommodations to provide access to listed properties.
3. Make reasonable and timely requests to access listed properties.
4. 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.
5. 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. When instructed or appropriate, remove footwear when entering property.
6. Obtain permission before photographing, videographing, or streaming the interiors or exteriors of properties, or allowing others to do so.

Respect for Peers

1. Respond to other real estate professionals' communications promptly and courteously.
2. Contact the listing broker if there appears to be a discrepancy in the listing information.
3. Inform anyone accessing the property about important information (e.g., pets, security systems, video and audio recording equipment).
4. Inform if sellers or listing agent will be present during the showing.
5. Show courtesy, trust, and respect to other real estate professionals.
6. Avoid the inappropriate use of endearments or other denigrating language.
7. Do not prospect at other REALTORS®' open houses or similar events.
8. Secure property and lockbox and/or return keys promptly.
9. Real estate is a reputation business. What you do today may affect your reputation—and business—for years to come.

(Revised 05/23)