



BROKER TOOLKIT - CAMPAIGN LAUNCH TALKING POINTS:

Advancing Professional Excellence in Real Estate

CCAR's 2nd Annual Professional Standards Awareness Month runs throughout the month of September and includes opportunities to LEARN, PARTICIPATE and WIN. Campaign features:

- Weekly ethics quizzes in the Jolt starting TUE, SEP 1st
- Quiz participants can win weekly drawings for full refunds of annual eKey fees and the grand prize, a refund on annual MLS fees for those who participate in ALL 4 quizzes
- 2020 Office Championship competition for the office/firm with highest participation in all four weekly quizzes; individual prizes for those who participate.
- Educational articles, videos and information in the Jolt, online and on Facebook

Professional Standards Awareness Month Campaign Goals:

- **Promote** professional excellence among CCAR membership
- **Increase** member awareness and understanding of the NAR Code of Ethics and REALTORS[®]' professional accountability to clients and colleagues
- **Educate** members about CCAR ethics complaint, disciplinary and arbitration processes and protocols

Review/Discuss Flyers:

- **NAR 2020 Code of Ethics:** The Code is updated on a regular basis; stay abreast of all guidelines and changes.



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SEPTEMBER 2020 · CONTRA COSTA ASSOCIATION OF REALTORS[®] PROFESSIONAL STANDARDS AWARENESS MONTH



- **Office Championship:** Ask your team if they want to participate/commit to 4 weeks of quizzes; be sure to sign up!

Quiz Rules:

Members providing accurate answers to each quiz will be entered to win weekly prize drawings for full refunds of annual eKey fees (a \$200 value); maximum one winner per week. Weekly prize winners will be announced every Tuesday from Sep 8 – 29, 2020. Members who complete all four quizzes (whether answers are accurate or not) will be entered to win the grand prize drawing of a full refund of annual CCAR MLS fees (a \$539 value); grand prize winner will be announced Tue, Sep 29, 2020. The 2020 Office Championship prize will be awarded to the firm/brokerage that records the highest level of participation in all four weekly quizzes; individual prizes for each team participant; total not to exceed \$1,000. Refunds will be awarded in the form of gift cards.



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