



BROKER TOOLKIT | WEEK 1 TALKING POINTS | AUG 31 – SEP 04

Fundamental Ethics Principles: Respect for Peers, the Public and Property

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 Pathways to Professionalism Flyer:

- While the NAR Code of Ethics has established enforceable ethical standards governing REALTOR[®] conduct, it does not address issues of **common courtesy or etiquette**, *per se*



HONESTY | INTEGRITY | ACCOUNTABILITY

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



- Another fundamental philosophy behind the Code of Ethics is the **Golden Rule**, or "Do unto others what you would have them do unto you" (paraphrased).
- These are the basic **building blocks of professional conduct** the gold standard behind our REALTOR® pledge.
- Each of the 17 Articles within the Code of Ethics fall under these **3 Key Obligations**: Our duties to **clients and customers**, our duties **to the public** and duties to our **peers**.
- This flyer, Pathways to Professionalism, is also a reminder of **one final obligation** we must uphold as REALTORS®. That is, **respect for private property**--likely one of your clients' most valuable assets. They place their trust in us to honor the **privacy and security** of their homes, just as we do our own. *(continued)*
- Now, more than ever, the COVID-19 crisis has made us aware of how vulnerable those homes and their owners can be to outside threats. It is our duty to protect our clients' homes and now, their **personal health and safety**.

Review/Discuss Article: "Disciplinary vs. Arbitration Complaints—What's the Difference?"

- Discuss the differences between disciplinary and arbitration complaints so your team understands how they compare/contrast.

Review/Discuss Article: "Disciplinary vs. Arbitration Complaints—What's the Difference?"

- Discuss the differences between disciplinary and arbitration complaints so your team understands how they compare/contrast.

Week 1 Quiz:

- Review, discuss the brief 5-question quiz so you're all ready to score 100%.

Office Championship:

- Ask your team if they want to participate/commit to 4 weeks of quizzes so you can register your office to win.

Like/share/comment on CCAR Facebook

- Watch for new postings and videos this week and every week throughout the month. Like, share and comment....



HONESTY | INTEGRITY | ACCOUNTABILITY

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



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.



HONESTY | INTEGRITY | ACCOUNTABILITY

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

