



BROKER TOOLKIT | WEEK 4 TALKING POINTS | SEP 21 - 28

Honesty, Truthfulness and Integrity Hallmarks of the REALTOR® Brand

Week 4 Broker Talking Points:

We are in the final week of CCAR's 2nd Annual Professional Standards Awareness Month. We hope you have learned a lot and have acquired a renewed appreciation for the REALTOR® Code of Ethics and professional excellence. Next week we'll find out who has won the grand prize for quiz participation and for the 2020 Office Championship.

Review/Discuss Flyer: Top Ethics Violations

- Our visual aid this week features the infamous Pinocchio who is not exactly renowned for his honesty and integrity. He is certainly not a mascot that engenders professional pride!
- This week is also the 4th and final ethics quiz in the month-long series and we wish you all good luck!

Article 1 - Duties to Clients & Customers: Treat all parties honestly. Last year 53 California Association of REALTORS® members face disciplinary action (and fines) resulting from violations of Article 1 of the Code of Ethics. This was the most-commonly-violated Article, demonstrating a sad reality that HONESTY is not always top-of-mind for some REALTORS®. Article 1 reads:

"When representing a buyer, seller, landlord, tenant or other client as an agent, REALTORS® pledge themselves to 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, RR remain obligated to treat all parties honestly."



HONESTY | INTEGRITY | ACCOUNTABILITY

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



- If unclear on its own, this Article and all 16 other Articles contained in the Code of Ethics are supported by a number of detailed Standards of Practice for applying basic principles to specific situations.

Article 12 - Duties to the Public: Agency Truthfulness in Advertising. Article 12 is a close second when it comes to top ethics violations. Last year 51 disciplinary actions were imposed for assorted violations of this guideline. Again, a representation of a basic principle --honesty--on which we stake our reputations. Article 12 reads:

"REALTORS® shall be honest and truthful in their real estate communications and shall present a true picture in their advertising, marketing and other representations. RR shall ensure that their status as real estate professionals is readily apparent in their advertising, marketing and other representations, and that the recipients of all real estate communications are, or have been notified that those communications are from a real estate professional."

Article 16 - Duties to Clients & Customers: Agency Relationships. Coming in third on our "Pinocchio Wall of Shame" it looks like 34 California REALTORS® were cited last year for violations of the agency relationship clause of the Code of Ethics. That's an average of almost 3 times each month that a member made an inappropriate solicitation to homeowners/buyers already represented by/in contract with another REALTOR®.

Taken on its own, Article 16 seems simple and straight forward. However, it is supported by numerous detailed Standards of Practice (20 in all) that further stipulate the complexity and possible confusion surrounding the application of this basic principle. Article 16 reads:

"REALTORS® shall not engage in any practice or take any action inconsistent with exclusive representation or exclusive brokerage relationship agreements that other REALTORS® have with clients."

The final 2 Articles on our list of top violations--Article 11 and Article 9--our duties to work within our individual competencies/expertise and to properly file documentation--also seem to be problematic and worth our attention.

Review/Discuss Jolt Article: "Know the Consequences--Disciplinary Guidelines and Practices"

- This step-by-step description of the disciplinary guidelines and consequences relating to ethics violations. Disciplinary consequences resulting from ethics violations vary in scope depending on the seriousness of the offence which can include suspension or termination of membership rights and privileges.



HONESTY | INTEGRITY | ACCOUNTABILITY

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



Week 4 Quiz Questions

- Review, discuss Week 4 Quiz questions.

Like/share/comment on CCAR Facebook

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

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

