

# PATHWAYS TO PROFESSIONALISM REALTOR® CODE OF ETHICS

While the Code of Ethics establishes objective, enforceable ethical standards governing the professional conduct of REALTORS®, it does not address issues of common courtesy or etiquette. Keep these important principles in mind when conducting your everyday business\*:



## RESPECT FOR PEERS

Respect your colleagues. Do not slander or speak ill of one another in public or private. It makes you look bad and gives the real estate profession a bad name\*.

## RESPECT FOR THE PUBLIC

Follow the **Golden Rule**--that means you treat others the way you expect them to treat you. Be truthful, courteous and honor your commitments; communicate clearly, behave professionally and respect all those with whom you come in contact\*.

## RESPECT FOR PROPERTY

People's homes are their most valuable assets. Respect them as you would expect others to respect yours. Respect and protect owners' privacy and security at all times, and make sure others do the same\*.

\*Courtesies listed above are paraphrased concepts based on NAR's Pathways to Professionalism guidelines. For detailed information visit: [www.nar.realtor/code-of-ethics-and-arbitration-manual/pathways-to-professionalism](http://www.nar.realtor/code-of-ethics-and-arbitration-manual/pathways-to-professionalism).



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

