



## *Pathways to Professionalism*

# Professional Courtesies



All of the following require an attitude of professionalism that extends to all aspects of the real estate business.

### **I. Respect for the Public**

1. Follow the “Golden Rule” – Do unto others as you would have them do unto you.
2. Respond to inquiries and requests for information in a timely manner.
3. Schedule appointments and showings as far in advance as possible; and get confirmations.
4. Contact if you are delayed or must cancel an appointment or showing.
5. If a prospective buyer decides not to view an occupied home, promptly explain the situation to the listing broker or the occupant.
6. When showing an occupied property, always ring the doorbell or knock, and announce yourself loudly before entering any closed room. If you encounter an unexpected situation, handle it respectfully.
7. When entering a property, ensure pets are handled according to instructions.
8. If occupants are home during showings, ask their permission before using the bathroom. Never answer the occupant’s phone.
9. Leave your business card if requested by listing agent.
10. Never criticize the property while on the premises, or in the presence of the occupant.
11. Inform occupants that you are leaving after showings, including thanking them.
12. Present a professional or appropriate appearance at all times. Drive a clean car. Consider sensory issues such as perfume and smoke allergies.
13. Be respectful of representation and follow the REALTOR® Code of Ethics in your conversations with other parties.
14. Communicate clearly; don’t use acronyms or slang that may not be readily understood by clients or customers. Be mindful of spelling and grammar in all public communications including MLS remarks, advertisements, etc.
15. Be aware of and respect cultural differences.
16. Show courtesy and respect to everyone.
17. Conduct your activities in a timely manner; such as, be punctual for appointments; explain importance of deadlines throughout the transaction; don’t create a disadvantage due to timing with multiple offers.
18. Set realistic expectations with anyone in the transaction.
19. Identify that you are a REALTOR®.
20. Be mindful of what you say in social media and other electronic communications; don’t violate ethical and legal rules that apply to all communications or advertisements. Recognize what you post can impact your business, company and reputation – there can be unintended consequences for opinions, comments and pictures posted.
21. Be respectful of smart phone and cell phone use when working with or in presence of others.

While the Code of Ethics and Standards of Practice of the National Association of REALTORS® establishes objective, enforceable ethical standards governing the professional conduct of REALTORS®, it does not address issues of courtesy or etiquette. The Connecticut Association of REALTORS® Board of Directors adopted the following list of professional courtesies for use by REALTORS® on a voluntary basis. This list is divided into three sections: Respect for Public, Respect for Property, and Respect for Peers.

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## II. Respect for Property

1. Be aware of the actions of everyone you allow to enter listed property, including the actions of children.
2. Never allow buyers to enter listed property unaccompanied.
3. When showing property, keep all members of the group together.
4. Enter property only with permission even if you have a lockbox key or combination. Respect showing instructions for the premises and property including for follow up showings and with vacant properties.
5. Ensure authorization for interior photos or videos of the property. Spell out instructions that may apply (e.g., limited or no interior photos, removing shoes, etc.)
6. When the occupant is absent, leave the property as you found it (lights, heating, cooling, drapes, etc). If you think something is amiss (e.g. vandalism, broken pipes, inoperable furnace, standing water) or if something happens during a showing (e.g., broken blinds or door knobs), contact the listing broker immediately.
7. At a seller's property, do not allow anyone to eat, drink, smoke, dispose of trash, use sleeping facilities, or bring pets. Leave the house as you found it, including the pets, unless instructed otherwise.
8. Be aware of outside conditions or showing requests - take off shoes inside property or provide booties.

## III. Respect for Peers

1. Identify that you're a REALTOR® and your office affiliation in all contacts with other agents.
2. Respond to other agents' calls, texts and emails timely and courteously.
3. Provide appropriate feedback with client approval.
4. Notify the listing broker if there appears to be inaccurate information on the listing.
5. Share important information with cooperating licensees about a property, including the presence of pets; security systems; and whether sellers will be present during the showing. Follow showing instructions.
6. Show courtesy and respect to other real estate professionals. Follow the REALTORS® Code of Ethics.
7. Encourage the customers and clients of other brokers to direct questions to their agent or representative.
8. Follow listing instructions accordingly for leaving business cards or communicating with owners.
9. Avoid the inappropriate use of endearments or other denigrating language.
10. Do not prospect at open houses, showings or similar events held by other REALTORS®.
11. Properly replace keys in the lockbox after showings; and secure the lockbox. If no lockbox, return keys promptly.
12. Show mutual respect through your interactions with others.
13. Real estate is a reputation business. What you do today may affect your reputation – and business – for years to come.

