

## Complying with the Code of Ethics of the National Association of REALTORS® (NAR®) is a core requirement to be a REALTOR®

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*To review the NAR® Code of Ethics go to the Resources/Documents tab in NAVICA.*

Beyond ethics, an important aspect of being professional is learning the business practices or “courtesies” that are essential to making a transaction smooth and building good relationships with clients and fellow REALTORS®.

These basic good practice and common sense guidelines were compiled to help new and veteran REALTORS® in their dealings with each other and the public. Following them is an excellent way to build a reputation for professional behavior that will enhance your standing and relationships with colleagues and clients.

These practices are simple; many are common sense. But they are critical to maintaining an environment of respect for all those involved in a real estate transaction.

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## REALTOR® ETIQUETTE AND PROFESSIONAL COURTESIES

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### Respect for the Public and Fellow REALTORS®

- Always follow the “Golden Rule”. Treat others as you would like them to treat you.
- Show courtesy, trust, and respect to other real estate professionals as well as the public.
- Respond promptly to inquiries and requests for information. Great communication is key!
- If you have meetings/appointments scheduled call if you are delayed or need to cancel.
- Present a professional appearance at all times; dress appropriately and have a clean car.
- Encourage clients of other brokers to direct questions to their agent.
- Communicate clearly; do not use jargon the general public doesn’t readily understand.
- Be aware of and respect cultural differences.
- Always identify yourself as a REALTOR® and your professional title when working with the public.
- Never lie to clients, members of the public or your fellow REALTORS®.
- When communicating with fellow REALTORS® always identify yourself and your company.
- Notify the listing broker if there appears to be inaccurate information on a listing.
- Avoid the inappropriate use of endearments or other denigrating language.
- To be successful in the business, mutual respect is essential.
- Real estate is a reputation business. What you do today may affect your reputation and your business in the future years to come.
- Mobile Technology allows us to communicate 24 hours a day but acceptable phone/texting hours are 8am-9pm. You should only communicate inside of those hours unless you are specifically told otherwise. This is true when communicating with fellow REALTORS® and members of the public.

### Prepare for the Showings

- Schedule showing appointments as far in advance as possible.
- Even if the property is vacant you should still let the listing agent know that you will be showing the property.
- Space appointments so that you will have ample time to show each listing and still get to the next appointment on time.
- If your prospective buyer decides not to view an occupied home, or if you are delayed, notify the listing agent immediately.

### Showing the Property

- Punctuality and courtesy go hand in hand.
- Enter property only with permission, including vacant properties, even if you have a lockbox key.
- Use the sidewalks! Grass and landscaping are precious to the seller. In bad weather or when requested, remove shoes inside the property.
- When showing an occupied home, always ring the doorbell and knock before entering. Knock before entering any closed room.
- Enter listed property first to make sure that unexpected situations, such as pets or disarming alarm systems are handled appropriately.
- Legibly sign and fully complete the guest register, and leave your business card on the counter.
- Be considerate of the seller’s property. Be responsible for visitors. Do not allow visitors to eat, drink, smoke, dispose of trash, use bath or sleeping facilities or bring pets.
- Keep sarcasm and negative comments about the property and neighborhood to yourself.

### After the Showing

- Make sure the house is left the way you found it. Ensure that heating and cooling controls are set correctly. Be sure to turn off the lights, shut windows and lock doors. Make sure the key is returned to the lockbox.
- Selling agents should always complete and return showing feedback to the listing agent and in a timely manner, noting any inaccurate listing information, and items that need to be brought to the listing agents attention as well as positive attributes of the property.
- If you borrowed a key from the listing office, return the key immediately after the showing.
- If the sellers are on the property, inform them that you are leaving after the showing.

### Contract to Closing

- Never tell a buyer or the agent that there are other offers on the table unless it is absolutely true.
- The selling agent should deliver the contract offer to the listing agent as soon as possible. Prior buyer qualification is expected; the contract should be properly prepared, and the selling agent should be ready to answer questions regarding financing, settlement, and other contract terms.
- The listing agent should explain all terms of the offer to the seller.
- The listing agent should personally return the contract offer to the selling agent as soon as possible.
- It is extremely important for the listing and selling agents to remain as cooperative liaisons between the seller and buyer to ensure a smooth closing process.
- Keep listing agent informed of any problems or complications that develop with the contract contingencies in a timely manner.
- Prepare all extensions when necessary, don’t wait until the last minute.
- Listing agent is responsible for removing the lockbox, for sale sign and any marketing materials left at the home. Buyers are known to throw away lockboxes and signs that are left at their new property for extended periods of time. Don’t forget keys need to be given to the buyer at closing.

