



Charlotte Regional Realtor® Association

PROFESSIONAL COURTESIES

As a real estate professional, you have many challenging and rewarding opportunities ahead of you. Here are some of the dos and don'ts associated with the industry. Follow these suggestions to make a positive difference in your professional career.

General Considerations

- Calls for feedback on a listing should be between 9 a.m. and 6 p.m.
- Respond promptly to give feedback after a showing.
- E-mail, voice mail and fax feedback is encouraged.
- Always identify yourself as a Realtor® and give your company affiliation when you make telephone calls, including appointments.
- Maintain a positive attitude toward other Realtors®, companies and others in the industry, as well as other clients.
- Avoid disparaging remarks and war stories.
- Education is necessary. Stay informed!

Pre-Showing Period

- Keep the listing status current in the MLS and enter the settlement dates as soon as possible. Refer to the "CMLS Rules and Regulations."
- Disclose your relationship with the prospective buyer to the listing firm whether subagent, buyer agent or dual agent.
- Make appointments as early as possible before the showing time on any listed property, including new construction. Make appointments for Sunday mornings and holidays well in advance. Make an effort to schedule appointments during business hours when possible.
- If the showing agent thinks the buyer will feel more comfortable viewing the house if the seller is away, the showing agent should advise the listing agent accordingly.
- Space appointments so you can show each listing and still get to your next appointment on time. Explain to buyers that appointments are a necessary courtesy to sellers whether the house is vacant or occupied.
- The listing firm should inform the showing agent of any special showing instructions (alarms, pets, etc.).

Showing the Property

- Be punctual. If you are unable to keep an appointment, or if you are running late, call the listing firm to cancel or reschedule. If you miss an appointment, call the listing firm immediately.
- If you arrive for a showing and find another Realtor® showing the house, wait until the Realtor® has finished showing the property.

- Be considerate of the seller's property. Demonstrate professionalism by walking on sidewalks, double checking lights, windows and doors, returning keys to the lockbox, and refraining from smoking. Find out whether the seller expects you to lock the door when you leave so you will not lock him/her out. Remember, we are guests in the seller's home.
- Leave your business card only if the property is occupied or if requested by the listing firm. Do not leave a personal brochure or any other type of promotional material when showing property.
- Direct all questions to the listing agent, not to the seller.

Feedback

- Generally, you should provide feedback when requested.
- Following your showing, respond promptly to requests for feedback from listing agents.
- Be honest and provide as much information as possible when presenting feedback to listing agents.

Presenting the Offer

- The selling agent should personally deliver the offer with original signatures as soon as possible. Prior buyer qualification is expected. The offer should be prepared properly, and the selling agent should be able to explain all terms of the offer to the seller.
- Follow up with faxed copies of the offer and counter offer with original signed documents. If numerous changes are made or if the same item is changed more than once, complete a new contract form to avoid possible confusion or disputes between the parties. Be sure that ALL changes are initialed and dated by ALL parties.
- Keep all parties to the offer advised of the status of any counter offer and deliver the paperwork promptly.
- The selling agent should keep the buyer informed regarding the status of the offer.
- The North Carolina Real Estate Commission (NCREC) advises the listing firm to hold the earnest money, but this is negotiable between the buyer and the seller.
- Return "rejected" offers initialed and dated by the seller immediately.

Multiple Offers

- Treat every agent and offer with respect.
- Present all offers as quickly as possible in an objective manner, regardless of which offer came in first. Do not give any buyer or selling agent an unfair advantage. Inform all selling agents of other potential or existing offers. N.C. state law considers multiple offers a material fact. The terms of each offer, however, are not considered a material fact. Agents should not discuss price and/or terms with other agents unless expressly directed to do so by their clients.
- Sellers options when two or more offers are presented:
 - a) Reject all offers.
 - b) Wait for another offer to come in. (*The listing agent has a responsibility to let the selling agent know the offer has been presented and the seller has elected not to respond immediately.*)
 - c) Accept one offer and reject others.
 - d) Respond to more than one offer using a "Non-Counter Form" such as the Memo to Buyer Form.

Advertising

- Make sure your professional status or status as a Realtor® is clearly identifiable in any advertising.
- If your company name does not clearly indicate that the company is in the real estate profession, the ad must include something indicating that the company is a real estate entity or alternatively, there would be a need to disclose the individual's status as a real estate practitioner.
- The term Realtor®, when used as part of a domain name or in some other fashion, must refer to a member or a member's firm. The same holds true for e-mail:

INCORRECT:

www.number1realtor.com
bestrealtor@aol.com

ACCEPTABLE:

johndoerealtor.com johndoerealtor@aol.com

NATIONAL ASSOCIATION OF REALTORS®

PATHWAYS TO PROFESSIONALISM

Respect for the Public

1. Follow the “Golden Rule” – Do unto others as you would have them do unto you.
2. Respond promptly to inquiries and requests for information.
3. Schedule Appointments and showings as far in advance as possible.
4. Call if you are delayed or must cancel an appoint 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. Communicate with all parties in a timely fashion.
7. When entering a property, ensure that unexpected situations, such as pets, are handled appropriately.
8. Leave your business card if not prohibited by local rules.
9. Never criticize property in the presence of the occupant.
10. Inform occupants that you are leaving after showings.
11. When showing an occupied home, always ring the doorbell or knock – and announce yourself loudly – before entering. Knock and announce yourself loudly before entering any closed room.
12. Present a professional appearance at all times; dress appropriately and drive a clean car.
13. If occupants are home during showings, ask their permission before using the telephone or bathroom.
14. Encourage the clients of other brokers to direct questions to their agent or representative.
15. Communicate clearly; don’t use jargon or slang that may not be readily understood.
16. Be aware of and respect cultural differences.
17. Show courtesy and respect to everyone.
18. Be aware of – and meet – all deadlines.
19. Promise only what you can deliver – and keep your promises.
20. Identify your REALTOR® and your professional status in contacts with the public.
21. Do not tell people what you think – tell them what you know.

Respect for Property

1. Be responsible for everyone you allow to enter listed property.
2. Never allow buyers to enter listed property unaccompanied.
3. When showing property, keep all members of the group together.
4. Never allow unaccompanied access to property without permission.
5. Enter property only with permission even if you have a lockbox key or combination.
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) contact the listing broker immediately.
7. Be considerate of the seller’s property. Do not allow anyone to eat, drink, smoke, dispose of trash, use bathing or sleeping facilities, or bring pets. Leave the house as you found it unless instructed otherwise.
8. Use sidewalks; if weather is bad, take off shoes and boots inside property.

Respect for Peers

1. Identify your REALTOR® and professional status in all contacts with other REALTORS®.
2. Respond to other agents' calls, faxes, and e-mails promptly and courteously.
3. Be aware that large electronic files with attachments or lengthy faxes may be a burden on recipients.
4. Notify the listing broker if there appears to be inaccurate information on the listing.
5. Share important information about a property, including the presence of pets; security systems; and whether sellers will be present during the showing.
6. Show courtesy, trust and respect to other real estate professionals.
7. Avoid the inappropriate use of endearments or other denigrating language.
8. Do not prospect at other REALTORS® open houses or similar events.
9. Return keys promptly.
10. Carefully replace keys in the lockbox after showings.
11. To be successful in the business, mutual respect is essential.
12. Real estate is a reputation business. What you do today may affect your reputation – and business – for years to come.