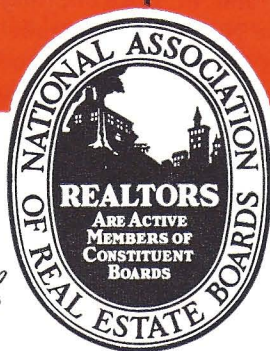


REALTORS

*Those
Pledged
to an
Established
Code
of Ethics*



*and
Members of the
National Association
of Real Estate Boards*

*REALTORS are those pledged
to an established code
of business ethics.*



This assures you, the public, of fair play in every one of your real estate transactions—buying, selling, renting—if you deal with a Realtor.

- **Therefore, it's wise to do your real estate business through a Realtor.**

▶ "NOT EVERY . . . PRACTITIONER"

Not every real estate practitioner is a Realtor. Only those accepted for membership by the National Association of Real Estate Boards through your local real estate board or as individuals are Realtors and may use the term which is registered in the U. S. Patent Office.

When persons engaged in the real estate calling are admitted to membership in your local real estate board and in NAREB, they pledge themselves to observe NAREB's strict code of ethics. Their acceptance is based, too, upon good business character and a demonstration that they are capable of properly caring for the real estate matters entrusted to them.

Realtor has come to connote competence, fair dealing, and high integrity resulting from adherence to this lofty ideal of moral conduct in business relations.

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▶ PLEDGES FOR THE PUBLIC

Specifically, how does this code of ethics obligate the Realtor to act in the best interests of the public? Here are just a few of the things which the Realtor pledges himself to do:

① Learn all pertinent facts about the property for which he accepts the agency so that in offering it he may fulfill his obligation to avoid error, exaggeration, or misrepresentation.

② Protect the public against fraud, misrepresentation, or unethical conduct in the real estate field by endeavoring to prevent damaging practices and by cooperating with the state real estate commission in enforcing proper procedure.

③ Be well informed on current market conditions and be in a position to advise his clients as to fair worth under the existing market.

④ Endeavor always to be informed regarding the law, proposed legislation, legal orders issued, and essential facts and public policies which affect the interests placed in his hands by the public.

- **Therefore, it's wise to do your real estate business through a Realtor.**

▶ GRAVE SOCIAL OBLIGATIONS

Besides the obligations of his everyday business, the Realtor recognizes the grave social responsibilities which are his because of his particular calling. This understanding he has set forth in the preamble to his code of ethics:

"Under all is the land. . . . The Realtor has husbanded and developed the land resource of the nation, and, with his help, ownership has attained its widest distribution—a distinguishing mark that differentiates this from other civilizations and provides the real safeguard against radical impenetrations.

"The Realtor is a creator of homes, both urban and rural, and by his activities helps mold the form of his future community, not only in the living of its people, but in its commercial and industrial aspects.

"Such functions impose obligations beyond those of ordinary business; they impose grave social responsibilities which the Realtor can meet only by diligent preparation and by dedicating himself as a civic duty to their fulfillment. . . .

"In the interpretation of his obligations, he can take

no safer guide than that which has been handed down through twenty centuries, embodied in the Golden Rule, in substance:

“ ‘Whatsoever ye would that men should do to you, do ye even so to them.’ ”

- ***Therefore, it's wise to do your real estate business through a Realtor.***

▶ REALTOR'S PLEDGE

Perhaps the best summary of the high ideals which the Realtor embraces is contained in his Realtor's Pledge:

I AM A REALTOR

I Pledge Myself:

To protect the individual right of real estate ownership and to widen the opportunity to enjoy it;

To be honorable and honest in all dealings;

To seek better to represent my clients by building my knowledge and competence;

To act fairly towards all in the spirit of the Golden Rule;

To serve well my community, and through it my country;

To observe the Realtor's Code of Ethics and conform my conduct to its lofty ideals.

- ***Therefore, it's wise to do your real estate business through a Realtor.***