



Mississippi REALTORS®

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During the 2014 Mississippi Legislative session, the Mississippi REALTORS® saw success on many of its legislative priorities. In July, Governor Phil Bryant signed into law long-awaited Commercial Broker Lien legislation. MAR worked closely with the MS Bankers Association to craft a bill that was agreeable to all. Other legislative victories create standards for measurement of residential properties and a uniform construction code, provide for a headquarters relocation tax credit, make corporations eligible to purchase tax-forfeited properties and get them back on our local tax rolls, add needed amendments to the Charter School bill, and a number of other pro-business bills.

In support of our legislative activities on the state level and in Washington, DC, Mississippi REALTORS® contributed their fair share to MARPAC at a 55% rate in 2014 with total contributions of \$238,027, both new records for our association. Funds remitted to RPAC accounted for 297% of Mississippi's national goal. MAR had 93 major investors and 10 President's Circle members. Next year will be an election year in Mississippi, and our MARPAC fundraising success of the past several years will ensure that MARPAC is again #1 in political contributions by trade association PACs in Mississippi.

President Shows has focused the association on the theme of "It's Time!", emphasizing the importance of Education, Service to the Community and the Association and Professionalism. As part of the spotlight on Professionalism, NAR's "Pathways to Professionalism" brochure was customized for use this year and distributed through local board visits and at other MAR events.



Pathways to Professionalism

While the Code of Ethics and Standards of Practice of the National Association establishes objective, enforceable ethical standards governing the professional conduct of REALTORS®, it does not address issues of courtesy or etiquette. Based on input from many sources, the Professional Conduct Working Group of the Professional Standards Committee developed the following list of professional courtesies for use by REALTORS® on a voluntary basis. This list is not all-inclusive, and may be supplemented by local custom and practice.



realtor.org



msrealtors.org

Mississippi REALTORS® adhere to the National Association of REALTORS® (NAR) Code of Ethics. The Code of Ethics is the fundamental guideline with mandatory enforcement for REALTOR® conduct and professional business practices, allowing REALTORS® the responsibility of policing their peers through the interpretation and implementation of a 100-year old standard of ever-evolving articles.

In addition to ethics, Mississippi REALTORS® believe that essential core business practices and common courtesies are profoundly important to building good relationships with clients and fellow REALTORS®. These basic business etiquettes are important not only to new REALTORS® entering the profession, but serve as a reminder to veteran REALTORS® in dealing with peers and the public. The Pathway to Professionalism guidelines are voluntary, but following them is not only an excellent way to build a professional and respected reputation from other real estate professionals, but will foster respect for REALTORS® among consumers.



IT'S TIME FOR REALTOR® PROFESSIONALISM

RESPECT *for the Public*

- Follow the “Golden Rule” – Do unto others as you would have them do unto you.
- Respond promptly to inquiries and requests for information.
- Schedule appointments and showings as far in advance as possible.
- Call if you are delayed or must cancel an appointment or showing.
- If a prospective buyer decides not to view an occupied home, promptly explain the situation to the listing broker or the occupant.
- Communicate with all parties in a timely fashion.
- When entering a property, ensure that unexpected situations, such as pets, are handled appropriately.
- Leave your business card if not prohibited by local rules.
- Never criticize property in the presence of the occupant.
- Inform occupants that you are leaving after showings.
- 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.
- Present a professional appearance at all times; dress appropriately and drive a clean car.
- If occupants are home during showings, ask their permission before using the telephone or bathroom.
- Encourage the clients of other brokers to direct questions to their agent or representative.
- Communicate clearly; don't use jargon or slang that may not be readily understood.
- Be aware of and respect cultural differences.
- Show courtesy and respect to everyone.
- Be aware of – and meet – all deadlines.
- Promise only what you can deliver – and keep your promises.
- Identify your REALTOR® and your professional status in contacts with the public.
- Do not tell people what you think – tell them what you know.

RESPECT *for Property*

- Be responsible for everyone you allow to enter listed property.
- Never allow buyers to enter listed property unaccompanied.
- When showing property, keep all members of the group together.
- Never allow unaccompanied access to property without permission.
- Enter property only with permission even if you have a lockbox key or combination.
- 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.
- 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.
- Use sidewalks; if weather is bad, take off shoes and boots inside property.



RESPECT *for Peers*

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

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