

What can I expect from a REALTOR®?

MARK KITABATASHI

ASK A REALTOR

PRESIDENT

Washington Association of Realtors®



Mark Kitabayashi

Buying or selling a home involves big decisions and the help of a REALTOR® is critical when you do either.

A home is most likely the largest purchase you will ever make. Selling a home can be emotionally challenging. Buying and selling both require expert knowledge of the market, skilled negotiations, the oversight of a lot of legal paperwork and the coordination of critical deadlines.

That's why you need a

trusted real estate advisor who will put your needs first and safely guide you through the process. It's why you need a REALTOR®*.

When real estate brokers call themselves a "REALTOR®" and display the "R" on their card, it is a special distinction. REALTORS® are members of the National Association of REALTORS® and pledge themselves to a strict Code of Ethics when they deal with their clients, the real estate community and the public.

This year that Code of Ethics is 100 years old. A benchmark and standard for conducting real estate business for more than a century, the first version of the Code was written prior to the license laws and most regulations governing real estate that we have today. The first article in that initial Code of Ethics adopted in 1913 began with "Be absolutely

honest, truthful, faithful and efficient."

Though the Code has evolved with its yearly updates to reflect the times, its core principles are longstanding and have been called a "golden thread," uniting those devoted to raising the standards of professionalism and service in real estate.

Here is an example of what the Code's 17 Articles include:

- Protecting and promoting clients' interests while treating all parties honestly.
- Refraining from exaggeration, misrepresentation, or concealment of pertinent facts related to property or transactions.
- Cooperating with other real estate professionals to advance their clients' best interests.
- Revealing their true position or interest known when buying or selling on their own

account or for their families or firms.

- Making sure that that contract details are spelled out in writing and that parties receive copies.
- Providing equal professional service to all clients and customers irrespective of race, color, religion, sex, handicap, familial status, national origin, or sexual orientation.
- Painting a true picture in advertising, marketing, and

other representations.

- Making only truthful, objective comments about other real estate professionals.

In choosing a REALTOR®*, home buyers and sellers are selecting a professional who voluntarily holds to a high ethical standard and who must repeat Code of Ethics training at regular intervals. Many REALTORS® proudly display the REALTOR® "R" that identifies them as a real estate broker committed

to the standards that have stood the test of more than 100 years.

When you make your decision to buy or sell a home, it is wise to look for the REALTOR® R.

**Note: Not all real estate professionals are REALTORS®; look for the REALTOR® logo when choosing your broker. It indicates they belong to the National Association of REALTORS® and pledge to adhere to a strict Code of Ethics.*

To register for any of these classes, call the Building Industry Association of WA (BIAW) at 360-352-7800. No shows will be invoiced.

CELEBRATING
100
YEARS

CODE OF ETHICS CENTENNIAL

1913 - 2013

NATIONAL ASSOCIATION OF REALTORS®