

Board Policy and Programs

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June 5, 2012

The White House
Greetings Office
1600 Pennsylvania Ave., NW
Washington, DC 20500

RE: REALTOR® Code of Ethics Centennial

Dear Sir or Madam,

I am writing on behalf of the National Association of REALTORS® and its nearly one million members to respectfully request the President's public acknowledgement of the upcoming one hundredth anniversary of the REALTOR® Code of Ethics. The celebration of the centennial of the Code of Ethics will commence with the National Association's Annual Convention November 7-12, 2012 and will continue through 2013. We would very much appreciate it if the letter could be addressed jointly to 2012 National Association of REALTORS® President Moe Veissi and to 2013 National Association of REALTORS® President Gary Thomas in care of the National Association's office at 430 North Michigan Avenue, Chicago, Illinois, 60611. It would also be appreciated – and most helpful – if the President's letter could be received by October, 2012.

By way of background, the National Association of REALTORS® was founded in 1908 by real estate practitioners determined to unite the real estate profession with the singular goal of establishing high ethical standards to protect buyers and sellers. Theirs was a vision of real estate as a profession, and of REALTORS® as the guardians of the land. REALTORS®' fortitude and determination has enabled them to persevere through two world wars, the Great Depression, and other difficult times. Over the years the Code of Ethics has been variously described to as the founders "dream of vision" and as a "golden thread" uniting the REALTOR® family in common purpose. Others have characterized the Code of Ethics as a torch, illuminating their pathway to professionalism, and those who teach and enforce the Code as "keepers of the flame". Because the Code is a living, dynamic statement guiding REALTORS® in their daily professional lives it must be continuously scrutinized and enhanced to ensure its continued relevancy in an ever-changing real estate environment.

Unquestioningly, a vibrant, professional, ethical real estate community is essential to encouraging and protecting property ownership and ensuring wise stewardship of our nation's land and resources. The Code's Preamble tells REALTORS® and the public they serve that "...the interests of the nation and its citizens require the



highest and best use of the land and the widest distribution of land ownership” as well as “. . .the creation of adequate housing, the building of functioning cities, the development of productive industries and farms, and the preservation of a healthful environment.”

During 2013 the National Association and its members will look back on a century of service to our nation, guided by the Code of Ethics and its clear and unambiguous duties to the public, to clients and customers, and to each other. The Code’s Centennial is the perfect opportunity for REALTORS® reaffirm their commitment to the honor and integrity to Code demands. The American public has been well served for a century by the Code’s assurances of professionalism and service. We are confident those protections will continue in place unchanged as the Code’s Second Century unfolds.

If you have questions or if I can be of assistance, please don’t hesitate to contact me at kmoore@realtors.org or at 312-329-8408.

Kind regards,

Kate Moore

Kate Moore, Policy Consultant
Member Policy Department
National Association of REALTORS®