

National Association of Realtors Promotes "Pathways to Professionalism"

As you are probably aware, members of the National Association of Realtors (NAR) are sworn to abide by the **Realtor Code of Ethics**. It's what separates them from the men and women who are licensed to practice real estate but choose not to pay roughly \$500 in annual dues to be a member of the local, state and national Realtor associations.

Golden Real Estate requires all its broker associates to join the local Realtor association, which automatically enrolls them in the Colorado Association of Realtors and NAR. Most of us are members of the Denver Metro Association of Realtors, although agents have the choice of which local Realtor association to join.

In addition to the Code of Ethics is the voluntary and lesser known **Pathways to Professionalism**. It is a collection of recommended courtesies which all Realtors should embrace, as we certainly do at Golden Real Estate. Here are those courtesies, broken down into three categories. It should be noted that failure to practice these courtesies cannot form the basis of a complaint by fellow Realtors or members of the public. Here they are, **highlighting** ones I particularly like:

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 appointment 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.

We Welcome a New Agent

Andrea Cox, originally from Buffalo, has lived in Colorado for 6 years. She and her husband Matt moved here to start a family and enjoy the outdoors. Their 5-year-old daughter Andaline and their dog Pancake keep life interesting. Andrea also has a passion for photography and the arts. She continues to hold strong ties to the East Coast, with family in Western New York, Connecticut and North Carolina.



Andrea started her real estate career in Denver in 2015. She and her family moved to Golden in 2016 but subsequently moved to northeast Colorado seeking refuge from the climbing cost of living in the metro area. She has been living and selling real estate in the Ft. Morgan area, but she and her family will be returning to Golden in 2021 to make it their forever home.

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 a listed property.
- 2) **Never allow buyers to enter a listed property unaccompanied.**
- 3) When showing a property, keep all members of the group together.
- 4) **Never allow unaccompanied access to a property without permission.**
- 5) **Enter a 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.**
- 9) Respect sellers' instructions about photographing or videographing their properties' interiors or exteriors.

Respect for Peers

- 1) Identify your REALTOR® and professional status in all contacts with other REALTORS®.
- 2) **Respond to other agents' calls, faxes, and emails 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.**

Happy (and Better) New Year to All

2020 has been a hard year for so many Americans, but it has not been equally hard. Some people are suffering greatly, and food insecurity has become far too widespread. Everyone deserves to experience what the "American Way of Life" offers at its best. We wish that for all of you.



Jim Smith

Broker/Owner, 303-525-1851

Jim@GoldenRealEstate.com

Broker Associates:

JIM SWANSON, BrokerSwanson@aol.com

CHUCK BROWN, Chuck@GoldenRealEstate.com

DAVID DLUGASCH, David@GoldenRealEstate.com

CAROL MILAN, Carol@GoldenRealEstate.com

TY SCRABLE, Tyler.Scrable@gmail.com

ANDREA COX, AndreaCoxRealtor@gmail.com

