



Illinois REALTORS® believe in the National Association of REALTORS® (NAR) Code of Ethics. Complying with the Code is a core requirement to be a REALTOR®

Beyond ethics, an important aspect of being professional is learning the business practices or “courtesies” that are essential to a smooth transaction and to building good relationships with clients and fellow REALTORS®. This is particularly important as new REALTORS® enter the profession.

Illinois REALTORS® has compiled basic good practice and common sense guidelines to help new and veteran REALTORS® in their dealings with each other and the public. Following these guidelines is an excellent way to build a reputation for professional behavior that will enhance your standing and relationships with colleagues and clients.

For more resources visit  
[www.IllinoisRealtors.org](http://www.IllinoisRealtors.org)



[www.IllinoisRealtors.org](http://www.IllinoisRealtors.org)



[www.NAR.realtor](http://www.NAR.realtor)



# Raising THE Bar

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 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 sellers' instructions about photographing or videographing their properties' interiors or exteriors.
- These practices are simple; many are common sense. These practices are critical to maintaining an environment of respect for all those involved in a real estate transaction.**



# 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.

