



## PROFESSIONAL EXPECTATIONS PLEDGE

An optional supplement to the REALTOR Code of Ethics

### A. CUSTOMER CARE & COMMUNICATION

“*Customer Care*” refers to the actions, attentions, and precautions through which a Subscribing REALTOR Member builds, sustains, and maintains relationships with clients or customers within the framework of a real estate transaction experience.

“*Communication*” refers to the protocols, procedures, and courtesies a Subscribing REALTOR Member applies to interactions with clients, customers, and other real estate professionals involved in a transaction.

The terms “*client*” and “*customer*” are interchangeable in this document.

### I PLEDGE TO:

1. Whether for a buying or selling customer, make myself aware of their personal needs for communication, including the method (voice, fax, e-mail, etc.) and frequency (daily, weekly, etc.), and deliver against those expectations.
2. Assure that I have adequate back-up in place when I am not available, and let my clients know how to reach my back-up.
3. Communicate in clear terms the nature of the service options I am offering.
4. Comply with the letter and spirit of the Fair Housing Laws.
5. Conduct myself in an appropriate, professional manner at all times, including the avoidance of inappropriate language or disparaging comments about other real estate professionals or properties.
6. Insure that all parties to the transaction present offers and counter offers in a timely manner.
7. Insure that all deposits, escrow accounts, etc. are treated with care.
8. Accompany my clients to the closing.
9. As a seller’s agent, I will:
  - a. Develop an understanding of the property being listed.
  - b. Recommend a price or range of prices based on an analysis developed and considerations as to the desired speed of sale.
  - c. Advise the seller in methods used to prepare the property for sale, including any recommendations for updating, painting, reorganization, etc. that will improve the seller’s chances of a sale at the desired price.
  - d. Verify the outstanding mortgage balance to determine whether or not a short sale will be necessary.
  - e. Provide my client with a net sheet of costs.
  - f. Take quality photographs of the property that highlight all desirable or required amenities of the property to their best advantage.
  - g. Insure that the listing is entered into the MLS within the timeframe required by the MLS and that it is accurate and complete as it relates to required MLS information, amenities, school district, and other information.

- h. Provide other real estate professionals with clear instructions for showing the property.
  - i. Obtain feedback after showings and share the information with my client.
  - j. In the instance of multiple offers, provide written notification to all prospective buyers' real estate professionals of the existence of multiple offers and describe the process that will be followed to insure fairness to all parties.
10. As a buyer's agent, I will:
- a. Make appointments for showings as far in advance as possible.
  - b. Respect the showing instructions offered by the listing agent.
  - c. Not allow unaccompanied access to a property without permission from the seller or the seller's agent.
  - d. Not share the lockbox combination with my client.
  - e. Be considerate of the property and will not allow anyone to eat, drink, smoke, dispose of trash, or bring pets into the property.
  - f. Insure that children are supervised during showings.
  - g. Arrive on time for showings and leave my business card after the showing (in accordance with GRAR policy).
  - h. Notify the seller or the listing agent if there is a delay or if my client no longer wishes to view the property.
  - i. Leave the property as I found it after showings, unless instructed otherwise.
  - j. Prior to showing the property,
    - i. I will familiarize myself with the property, including the neighborhood, amenities, potential schools, and other reasonable details.
    - ii. Insure that my client has the estimated financial wherewithal to complete the transaction.
  - k. Return keys promptly after showings or, when applicable, carefully replace the keys in the lockbox.
  - l. Provide feedback on the property to the seller's agent at my earliest convenience.
  - m. Always recommend a complete inspection of the property, including physical inspection, pest inspection, and other inspections dictated by the specific issues of the particular area (hazardous materials, flood/water/septic, etc.) and provide my client with a pre-screened list of potential providers of these services that carry the insurance or bonding required within the jurisdiction.
  - n. Where there is an Exclusive Buyer's Agency Agreement, actively represent the client's interests, even if it conflicts with my own.

## **B. TECHNOLOGY PROFICIENCY:**

"*Technology*" refers to a group or combination of electronic or digital products and systems used by a Subscribing REALTOR Member to facilitate and process a real estate transaction and the relationships and responsibilities involved.

### **I PLEDGE TO:**

1. Familiarize myself with the customary means of communications for clients and other real estate professionals, such as: phone, voice mail, e-mail, fax, etc.
2. If working remotely, have equipment in the remote location that will allow business to be conducted, such as: Internet access, fax, copier, printer, phones, and messaging systems.
3. Become proficient in the customary systems and software required for the successful conduct of business, such as: MLS services, e-mail, etc.
4. Insure that systems are in place for the security of property and client data.
5. Protect access to my MLS user name and password to prevent unauthorized access.

## **C. PROFESSIONAL DEVELOPMENT:**

*“Professional Development”* refers to the substance, processes, procedures, and techniques used to position and maintain a real estate professional at the optimum level of knowledge and competence relative to the trends, events, information, procedures, and techniques of the profession.

**I PLEDGE TO:**

1. Maintain my real estate license and GRAR membership in good standing.
2. Demonstrate a dedication to the profession through on-going improvement of my skills through continuing education, higher level certifications/designations, and/or other knowledge-based programs.
3. Seek affiliation and/or networking opportunities through industry or community organizations, committees, and/or groups.
4. Keep informed of news and trends through written publications and/or industry websites.

**D. RISK MANAGEMENT:**

*“Risk Management”* refers to the process of analyzing a real estate professional’s exposure to transaction-based risk, determining how best to handle such exposure, and implementing the appropriate actions to manage, reject, or minimize that exposure.

**I PLEDGE TO:**

1. Obtain and maintain Errors and Omission, Auto, General Liability, and Workmen’s Compensation coverage that is appropriate and adequate to the size of my firm and the market.
2. Take responsibility for familiarizing myself with and precisely following the standard operating procedures provided by my brokerage with regard to risk management.
3. Assure that every document required in a transaction file is within the file in a clearly legible and organized manner.
4. Respond to and attempt to settle all issues or controversies that arise with my clients through discussion and development of options.
5. Take care not to be a “source” of information, but rather act as a resource for my clients as to where they may obtain information.
6. Insure that my support staff is well trained.
7. Maintain a clearly defined role in the transaction and avoid going outside the realm of my expertise.

**E. TRANSACTION MANAGEMENT:**

*“Transaction Management”* refers to that group or combination of manual, electronic, or digital tools, procedures and processes used to administer, facilitate, manage, and communicate the status and/or completion of a real estate transaction.

**I PLEDGE TO:**

1. Develop and maintain a comprehensive, complete, accurate, and up-to-date file on every transaction. This file shall include all information, offers, counter offers, contracts, market analyses, notes about conversations, agreements, disclosures, addendums, client contact information, timetables, etc.
2. Make all information contained within the transaction file available to my client upon request.
3. Insure that all offers, counter offers and other communications are on approved forms, typed or written legibly. If substantial changes are made to an offer, the offer will be re-prepared so that it is clear and readable to all parties to the transaction.

4. Once an offer is accepted, I will develop a comprehensive timetable of activities and requirements for my client.
5. Deliver a copy of the HUD disclosure and any other such documents as may be required at a minimum of one day in advance of the closing and preferably sooner in order to review and educate the customer on the fees and costs on the closing form, and take other actions as may be necessary so that the client and customer are well informed at the time of closing.
6. Make every effort to meet deadlines, provide notice if compliance is not possible, and communicate if deadlines have changed.
7. Insure that the real estate professional on the other side of a transaction is notified as to the completion of important steps in the process, including loan approval and completion of inspections.
8. Insure that all documentation is properly executed with required and true signatures.
9. Confirm receipt of all important information, documents, and escrow monies with the cooperating real estate professional through email or other written means.
10. Notify the MLS of the sale of one of my listings within 10 days from the time that the offer has been accepted (i.e. when the title holder of the property and the buyer have agreed by signature on a purchase agreement).
11. Insure that my broker (or his/her authorized representative) reviews my transaction files prior to closing and identifies any missing documentation.

## **F. PROFESSIONAL RELATIONSHIPS**

“Professional Relationships” refers to the daily, working contacts and communications between and among brokers, among brokers and their agents, and between agents on either side of the transaction as they seek to provide the highest level of service to their respective clients and customers, while maintaining the highest caliber professional image for the industry.

A Subscribing REALTOR Member recognizes that, from a consumer’s point of view, successful transactions require a professional working relationship between the cooperating real estate practitioners.

### **I PLEDGE TO:**

1. Interact with other real estate professionals in a polite, professional, respectful, and ethical manner at all times, avoiding disparaging comments about another professional or the industry as a whole.
2. Strive to be respectful of other professionals’ normal business hours and private and/or family time.
3. Respond quickly and accurately to any requests for information, including requests for showings, feedback on properties, expected time and dates of offers or counter offers, etc.
4. Respect the diversity of consumers and other professionals as to ethnicity, religion, color, age, sexual preference, or physical disability.
5. Identify myself, including my firm affiliation and client relationship, in communications with other members of the real estate community and provide my own detailed contact information when requested.
6. Respectfully notify the seller’s agent if there appears to be inaccurate information on the MLS listing.
7. Not prospect for or solicit other real estate professionals’ clients, and to encourage those clients to direct questions to their own agent or representative.
8. Not transfer copyrightable material from a listing that is expired, pending, withdrawn, or sold (including photographs, listing comments, floor plans, drawings, etc.) without the written permission of the broker or agent who created the copyrightable material.

By signing this statement, I pledge to provide the professional services referenced above and acknowledge that this document will be upheld and enforced by my supervising broker.

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Signature of Subscribing REALTOR Member  
of the Grand Rapids Association of REALTORS

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Date

*Note: Some of the requirements referenced above may not be applicable in the event that a Limited Service Waiver has been signed by the seller, buyer, and/or their respective agent, or in the event that the requirement is in direct conflict with my firm's internal policies/procedures.*