



Greensboro Regional REALTORS® Association

PROFESSIONAL COURTESIES

In 2000 the GRRRA adopted the following Professional Courtesies in the belief that beyond ethics, an important aspect of being professional is learning the business practices or “courtesies” that are essential to making smooth transactions and building good relationships with clients and fellow Realtors. While these guidelines are voluntary, they can build a reputation for professional behavior that will enhance your standing and relationships with colleagues and clients.

Adopted by the GRRRA in 2000 – Revised 2007 and 2019

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 as far in advance as possible.
4. Call the appointment service if you are delayed or must cancel an appointment.
5. Enter a listed property first to ensure that unexpected situations, such as pets, are handled appropriately.
6. When showing an occupied home, ring the doorbell or knock prior to entering. Knock before entering any closed room.
7. If the seller is present during a showing:
 - a. Do not ask seller-compromising questions if showing as a buyer agent. Advise the seller to direct their questions to their listing agent.
 - b. Do not criticize the property in the presence of the seller.
 - c. Inform the seller when you leave. Say, “Thank you”.
8. At first substantial contact, ask prospective clients if they are working with another agent or if they have signed a Buyer Agency Agreement.
9. Present a professional appearance at all times, dress appropriately and have a clean car.
10. Communicate clearly, don’t use jargon (i.e. FSBO, MLS) not readily understood by the general public.
11. Communicate with all parties in a timely manner.
12. Be aware of and meet all deadlines.
13. Show courtesy and respect to the general public.
14. Promise only what you can deliver and deliver what you promise.
15. Don’t be afraid to say, “I don’t know, but I’ll find out”.
16. Be aware of and respect cultural differences.
17. Do not tell people what you think- tell them what you know.
18. Focus on the client you are with- do not talk about other clients. Remember, the buyer or seller you are with is the only client!
19. To be successful in business, mutual respect is essential.
20. Stick to your area of expertise- refer questions if you don’t know the answer.

RESPECT FOR THE PROPERTY

1. Use best judgement when parking in the driveway or in front of the mailbox. Do not walk through landscaping, use sidewalks. If weather is bad, remove shoes.
2. Protect combination codes and keys. Never share codes or access information with buyers.
3. Buyers must always be accompanied by an agent when visiting a property.
4. Counsel buyers prior to entering the property, ask them to remain together and to restrain small children. Be responsible for them upon entering the property.
5. 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.
6. When finished showing, be sure to turn off lights, shut windows, lock doors, re-arm security system and return keys to lockbox, unless otherwise instructed.
7. Notify listing agent immediately if something is amiss with the property, (i.e. plumbing, heat or a/c set too high or low).
8. Get permission before photographing or videoing the property.
9. Schedule a new appointment each time you enter the house, even if you have the lockbox key or combination.

RESPECT FOR YOUR PEERS

1. Follow the Golden Rule: “Do unto others as you would have them do unto you.”
2. If another agent is showing the property when you arrive for a showing, inform the agent you are there and remain outside until he or she is finished.
3. If you are showing a property and another agent arrives and is waiting outside, be courteous and step outside the house once your showing is complete, to allow the other agent to show the property.
4. Share important showing information about your listing, including the presence of pets, security systems, audio/video systems and if sellers will be present during the showing. Use agent remarks in the MLS and/or the appointment service to convey information.
5. Put the lockbox in an easily accessible location and enter that location in the showing instructions.
6. Advise showing agents, through the appointment service, how to leave the property when finished showing (i.e. lights on/off).
7. Do not leave business cards or solicitation material in the house.
8. Give feedback for showings within 24 hours.
9. Notify the listing agent if anything appears incorrect on the MLS report.
10. Respond to other agents’ calls, emails and messages promptly and courteously.
11. Do all home inspections as soon as possible and continue to keep the listing agent informed of your progress.
12. Present a due diligence repairs request as soon as possible. Do not wait until the end of the due diligence period to present requests.
13. All agreements must be in writing.
14. If your listing goes under contract or has a status change, immediately advise any other agents that are scheduled to show. Update MLS status per MLS rules.
15. Show courtesy, trust and respect to other real estate professionals. Real estate is a reputation business. What you do today may affect your reputation- and business- for years to come.
16. Never say anything disparaging about another agent, company or clients in personal conversation or on social media.
17. Do not prospect at other agent’s events, (i.e. open houses).
18. Communicate with all parties in a timely manner.
19. Obey the Greensboro sign ordinance. Make sure off site directional and open house signs are put out after noon on Friday and removed by noon on Monday.
20. Other towns and cities have sign ordinances. Review the ordinances before putting out signs.

PRESENTING AND WORKING OFFERS

1. Promptly acknowledge receipt of an offer and thank the presenting agent for the offer.
2. A pre-approval letter should accompany the offer. (Pre-approved should mean that the lender has verified credit, income and assets.)
3. Inform the buyer’s agent, in writing, once the offer has been presented to the seller.
4. During negotiations of an offer:
 - a. Keep all parties informed. Communicate with all parties in a timely manner. Update daily, even if no new information has been received.
 - b. The agent holding the offer/checks is responsible for delivery to the other agent.
5. Get the seller’s permission before advising other agents that there are multiple offers on your listing.
6. Be honest with all parties when multiple offers are being negotiated.
7. Be sure the final version of the contract and addendums contains everything agreed upon by buyer and seller and is legible and understood by all parties.
8. Due diligence check to be made payable to seller and delivered to the agent by the effective date.
9. All offers should be presented until closing.