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(NAR BOOTH #1131)

# YOUR TIME. YOUR TERMS. YOUR GREATEST POTENTIAL.

The **Commitment to Excellence** program is an engaging online platform designed for REALTORS® with individualized learning paths, tools and resources that increase knowledge, skills and professionalism.

Raising the bar begins 11.2.18 at [C2EX.realtor](http://C2EX.realtor)



## The REALTORS® Commitment to Excellence has been adopted as follows:

### *I am a REALTOR®.*

**As a real estate professional**, laws and regulations set the minimum standards I owe to my clients, customers, and the public. In that regard, my duties are the same as other practitioners.

**As a REALTOR®**, I embrace and I am bound by the duties spelled out in the REALTORS® Code of Ethics. In addition to the duties owed to my clients and customers, to the public, and to other REALTORS®, I strive for the aspirational goals of the Preamble, knowing that the term REALTOR® stands for competency, fairness and integrity.

**I believe in the value of the land.** I understand the importance of adequate housing, functioning, livable cities, productive industries and farms and a healthful environment, and their role in nurturing a free society in the United States and internationally.

**As a real estate professional** I may be required to meet ongoing education requirements to maintain a license, certification or designation. As a REALTOR®, I continuously enhance my grasp of issues affecting real estate, and I willingly share my experience and expertise with other professionals. My dedication to the satisfaction of my clients' best interests is my primary goal.

**Understanding** that the pursuit of knowledge continues lifelong, as a REALTOR® I will strive to achieve excellence in the following competencies:

- *Being current and knowledgeable about the **laws, regulations and legislation** affecting the real estate disciplines I engage in, and about real estate in my community generally.*
- *Understanding the **Code of Ethics** is a living document, and keeping myself informed about its duties and obligations on an ongoing basis.*
- *Providing equal professional services to all consistent with **Article 10 of the Code of Ethics**.*
- ***Advocating** for property ownership rights in my community, state and nation.*
- *Acknowledging and valuing that **honesty and integrity** are fundamental and essential to REALTORS® being known as consumers' trusted advisors.*
- *Becoming and remaining **proficient in the use of technology tools** to provide the highest levels of service to clients, customers and the public, and facilitating cooperation by sharing accurate, current information with consumers and with other real estate professionals.*
- *Keeping up-to-date on laws and regulations governing **data privacy and data security**, and taking necessary and appropriate steps to safeguard the privacy and integrity of information entrusted to me.*
- *Committing myself to enhancing my **knowledge and skills in the real estate areas of practice** I engage in on an ongoing basis.*
- *Providing **superior customer service**.*
- *Appreciating that courtesy, timely communication and cooperation are fundamental to facilitating successful real estate transactions, and to building and maintaining an impeccable **professional reputation**.*
- *As a **broker-owner** or principal of a real estate company, I am committed to creating and maintaining an environment that promotes excellent customer service consistent with these standards.*

