

# Magnetic car signs and the traffic stop

## LESSON

# 11

As a REALTOR®, you are always “on” as it were. The way you behave in public is a 24/7 advertisement for your services. It’s important to remember this because the effects of that advertising can be both good and bad.

Like a celebrity, you live your public life in a fishbowl. You spend your working hours and marketing dollars ensuring that people have a good impression of you; but you will also be constantly judged on your behavior in public. (Getting pulled over for speeding on a busy street with a magnetic sign for your business on the door is far more than inconvenient; it will also make a statement about your business.) And that can be a bitter pill to swallow.

### The National Association of REALTORS® Pathways to Professionalism

NAR created the Pathways to Professionalism, a list of professional courtesies to help REALTORS® deal with both clients and other REALTORS®. It’s an exceptional list that can help you develop the kind of relationships that will last throughout your career.

#### Respect for the Public

- 1:** Follow the “Golden Rule”: Do unto others as you would have them do unto you.
- 2:** Call if you are delayed or must cancel an appointment or showing.
- 3:** Communicate clearly; don’t use jargon or slang that may not be readily understood.
- 4:** Be aware of and respect cultural differences.
- 5:** Promise only what you can deliver—and keep your promises.
- 6:** Do not tell people what you think—tell them what you know.

#### Respect for the Property

- 1:** Be responsible for everyone you allow to enter a listed property.
- 2:** 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.
- 3:** 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.

#### Respect for the Peers

- 1:** Respond to other agents’ calls, faxes, and e-mails promptly and courteously.
- 2:** Share important information about a property, including the presence of pets, security systems, and whether sellers will be present during the showing.
- 3:** Avoid the inappropriate use of endearments or other denigrating language.
- 4:** Do not prospect at other REALTOR® open houses or similar events.
- 5:** Real estate is a reputation business. What you do today may affect your reputation—and business—for years to come.



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## Instructor's Notes

- Try to create conversation; lectures are less interesting. Try to talk about personal experiences. Encourage newer agents to talk about situations that might be confusing. In the long run, dialogue is good for your business.
- Common sense is a powerful tool when it comes to working with other people. Pathways to Professionalism contains a number of simple, common-sense behaviors that everyone should know.
- Ask your team to list as many of the points in Pathways to Professionalism as they can (before you pass the lesson out).
- Use the time to create conversation about how treating people well leads to more business.
- For agents that miss your meetings, these lessons are also available online at [thecodeisgoodbusiness.com/va/lessons](http://thecodeisgoodbusiness.com/va/lessons).