

The Business of Ethics: What's In It For Me?

BILL HARRINGTON, GENERAL COUNSEL





What is the # 1 Problem in the Real Estate Industry?



What is the # 1 Problem in the Real Estate Industry?

TOO MANY CRAPPY AGENTS



**What is the # 1 Problem Of the
Working Real Estate
Professional?**



**What is the # 1 Problem of the
Working Real Estate Professional?**

THE AGENT ON THE OTHER SIDE

What Does the REALTOR Logo Actually Mean?





What Does the REALTOR Logo Actually Mean?

GOOD QUESTION



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LAW V. ETHICS

Law – Protection

Ethics – Morality



Ethical Elements

- **honesty**
- **integrity**
- **compassion**
- **respect**
- **fairness**

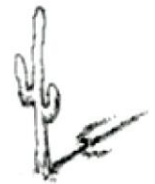


**“Never forget that everything
Hitler did in Germany was legal”.**

-Martin Luther King, Jr.



INEVITABLE
INTERSECTION
on the
ROAD OF LIFE..



MORALLY RIGHT
LEGALLY RIGHT

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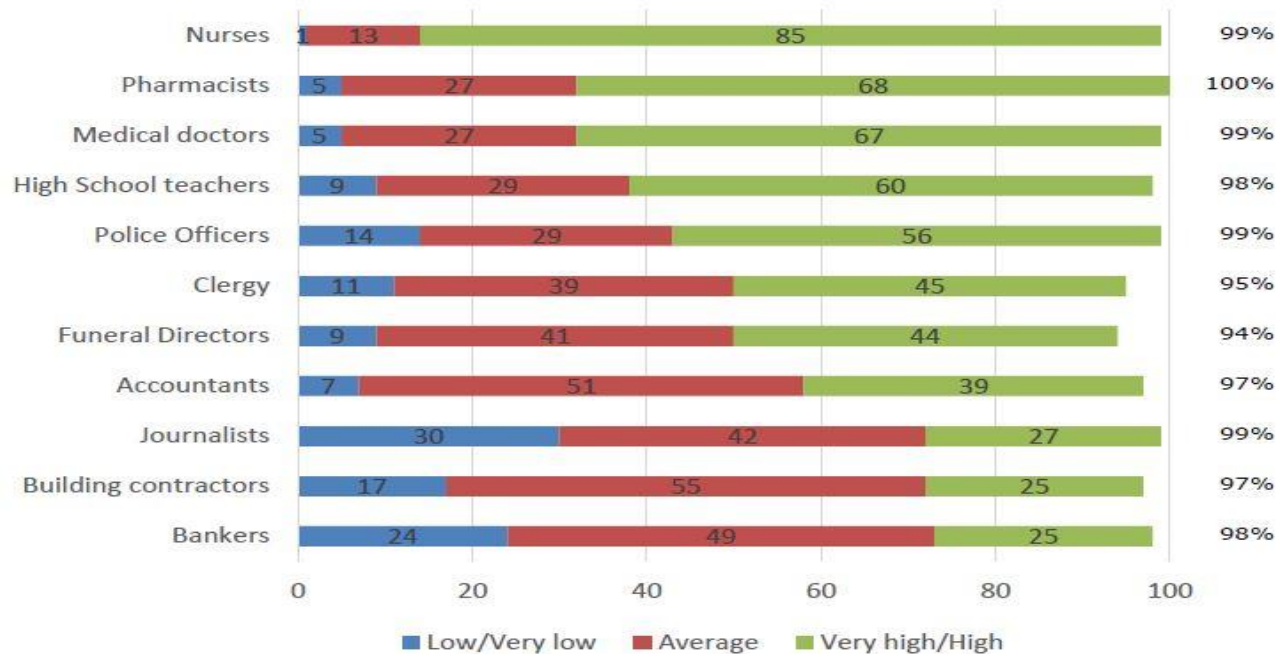
“Most people would like to be delivered from temptation, but would like it to keep in touch.”

-Anon

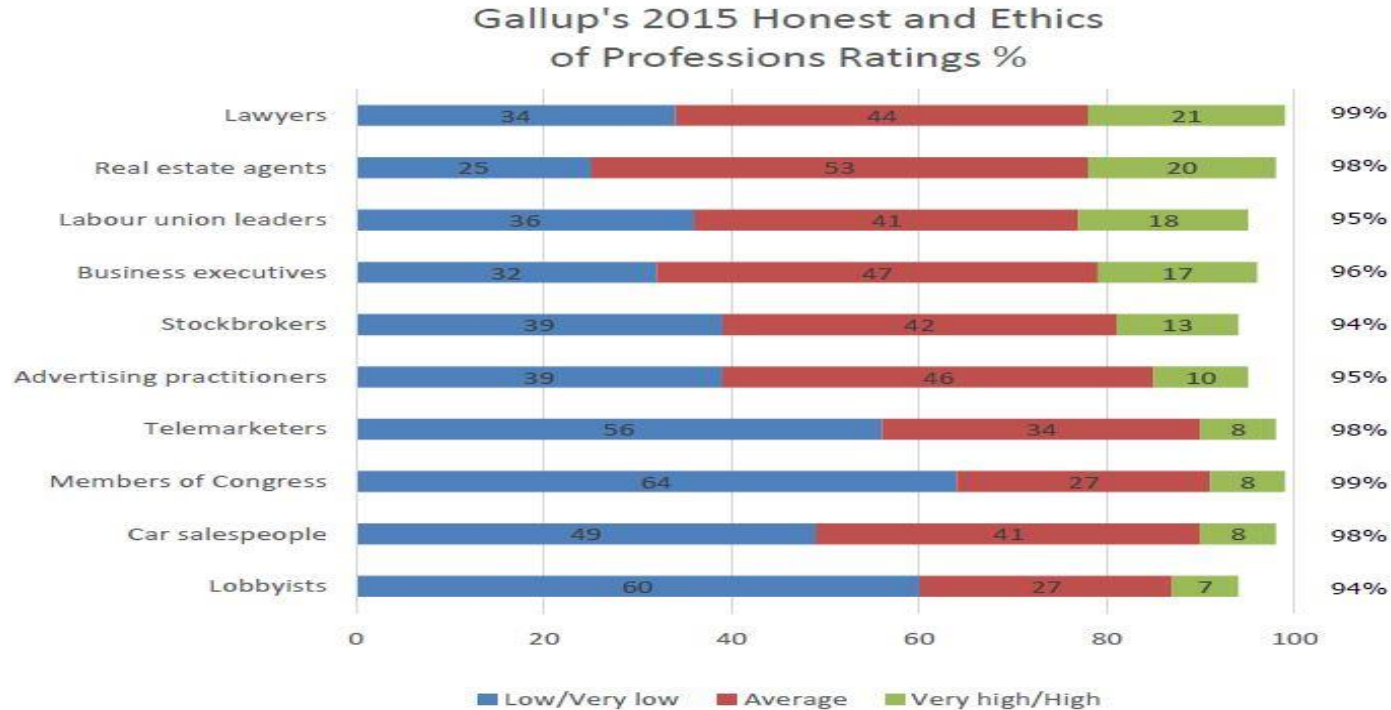
The Most Trusted Professions



Gallup's 2015 Honesty and Ethics
of Professions Ratings (%)



And the Not So Much Trusted





CULTURE

- **Drives our standards of behavior**
- **Sets out our philosophy-the things we value**
- **Becomes who you are**



A CODE OF HONOR

- **Collective recognition by members of a profession of its responsibilities**
- **Creates an environment where ethics is the norm**
- **Shows the public that this profession is actually concerned about responsibility and professional conduct**



THE REALTOR® CODE





The Mood of the Industry

- **We love being professionals**
- **We like the Code idea**
- **But we're a tad unclear on the concept**



THINK ABOUT IT

- **Lip service isn't enough**
- **Ethics is good for the bottom line**



WHAT DO PEOPLE WANT?

INTEGRITY

REALTOR® CODE



As REALTORS®, we are committed to:

- **Professional competent service;**
- **Absolute honesty and integrity in business dealings;**
- **Co-operation and fairness to all;**
- **Personal accountability through compliance with CREA's Standards of Business Practice.**



RESPECT

- **Respect YOURSELF**
- **Respect your COLLEAGUES and the INDUSTRY**
- **Respect CONSUMERS**



**DO YOUR JOB EVERY DAY
AS IF YOUR KIDS WERE WATCHING**