Welcome to the REALTOR Association

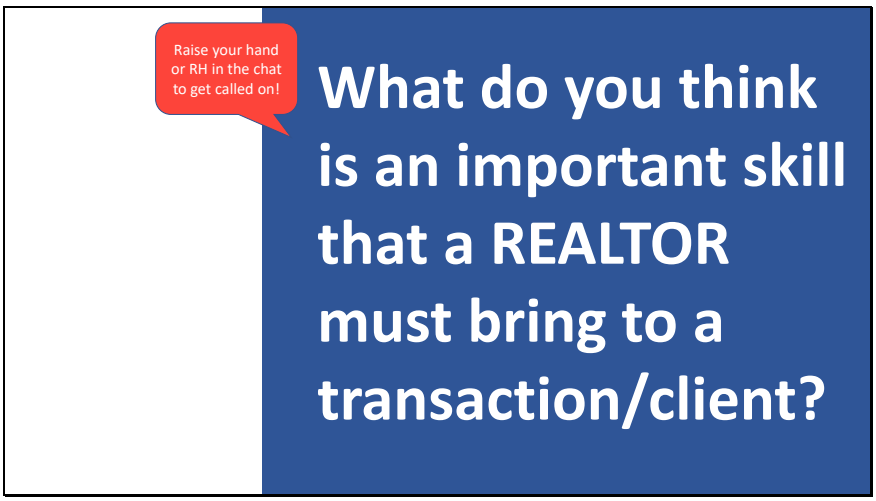
- Welcome Booklet with Contract Resources (Mailed) PDF
- Glossary of Terms
- New Member Goals & Benefits: NAR Website

You’re a Professional Now:

- What Does a REALTOR Do?: Website
- Business Plan Basics PDF
- Elevator Speech PDF
- Know Your Market: Website
- Pathways to Professionalism Brochure: Beyond the Code

Continuing Education:

- BerkshireRealtors.net: Website
- Continuing Education OnDemand
- C2EX: Commitment to Excellence Certification
- Fair Haven: Fair Housing Simulation Training
- REALTOR Designations & Certifications

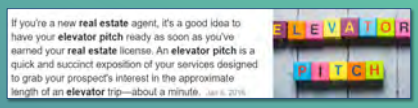


THE CAREER PATH

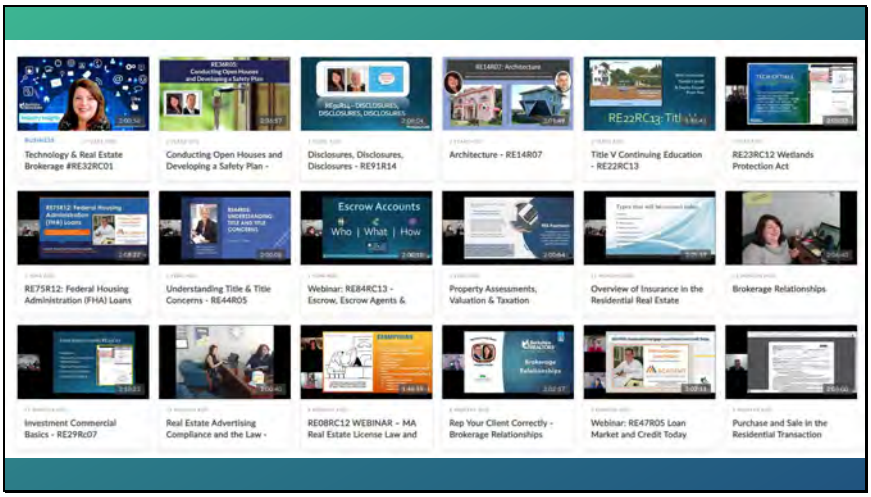
What Does a REALTOR Do? [Link]

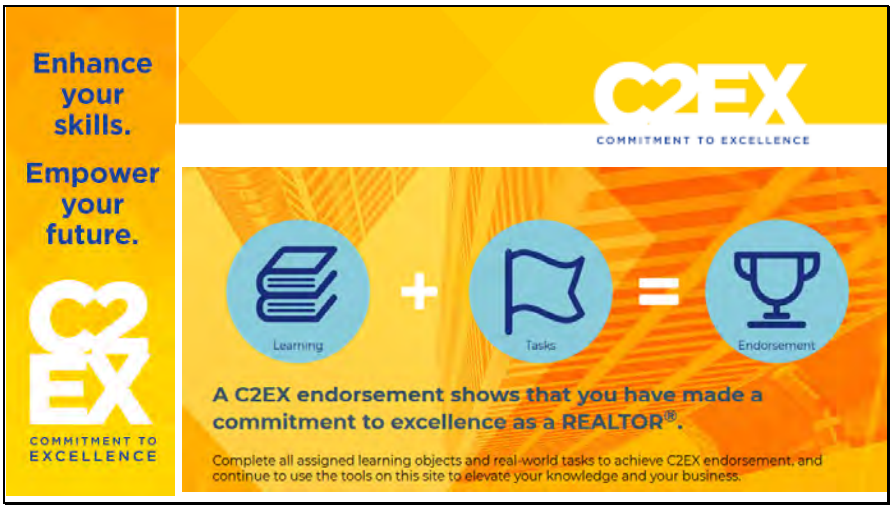
You're a Professional Now: Skills & Getting Started with Sandy Carroll

Berkshire REALTORS
And Multiple Listing Service, Inc.



- Business Plan Basics PDF
- Elevator Speech PDF
- Know Your Market: Market Watch
- Pathways to Professionalism Beyond the Code
- Education: http://berkshirerealtors.net/events


Technology & Real Estate Brokerage #RE32RC01
Conducting Open Houses and Developing a Safety Plan -
Disclosures, Disclosures, Disclosures - RE91R14
Architecture - RE14R07
Title V Continuing Education - RE22RC13
RE23RC12 Wetlands Protection Act
RE75R12: Federal Housing Administration (FHA) Loans
Understanding Title & Title Concerns - RE44R05
Escrow Accounts
Who | What | How
Webinar: RE84RC13 - Escrow, Escrow Agents &
Property Assessments, Valuation & Taxation
Overview of Insurance in the Residential Real Estate
Brokerage Relationships
Investment Commercial Basics - RE29Rc07
Real Estate Advertising Compliance and the Law -
RE08RC12 WEBINAR – MA Real Estate License Law and
Rep Your Client Correctly - Brokerage Relationships
Webinar: RE47R05 Loan Market and Credit Today
Purchase and Sale in the Residential Transaction


Enhance your skills.
Empower your future.
C2EX
COMMITMENT TO EXCELLENCE
C2EX
COMMITMENT TO EXCELLENCE
Learning
+
Tasks
=
Endorsement
A C2EX endorsement shows that you have made a commitment to excellence as a REALTOR®.
Complete all assigned learning objects and real-world tasks to achieve C2EX endorsement, and continue to use the tools on this site to elevate your knowledge and your business.

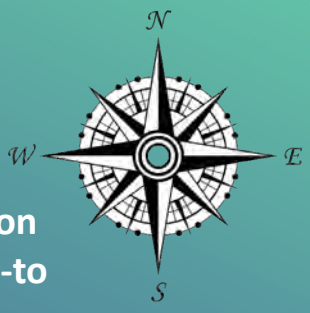
Friday
Recap

You're a Professional Now:
Skills & Getting Started

Berkshire REALTORS
And Multiple Listing Service, Inc.

Who you report to: Your Broker!

- **Contract Negotiations**
- **Representations / Agency**
- **Advertising Only with Direction**
- **Facebook Business Page How-to**



9:10 – 9:20 a.m.

Berkshire REALTORS
And Multiple Listing Service, Inc.

Salesperson:

a. Cannot be self-employed

b. Can affiliate with only one broker

c. Cannot receive valuable consideration from anyone except broker

d. May not complete transaction

e. Broker has vicarious liability for salesperson (and broker employees)

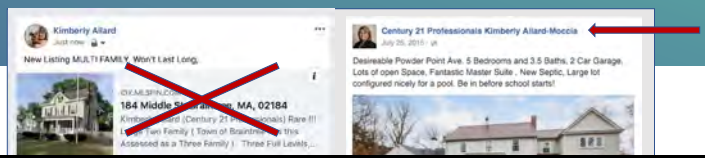
254 CMR 3.00: Professional Standards of Practice

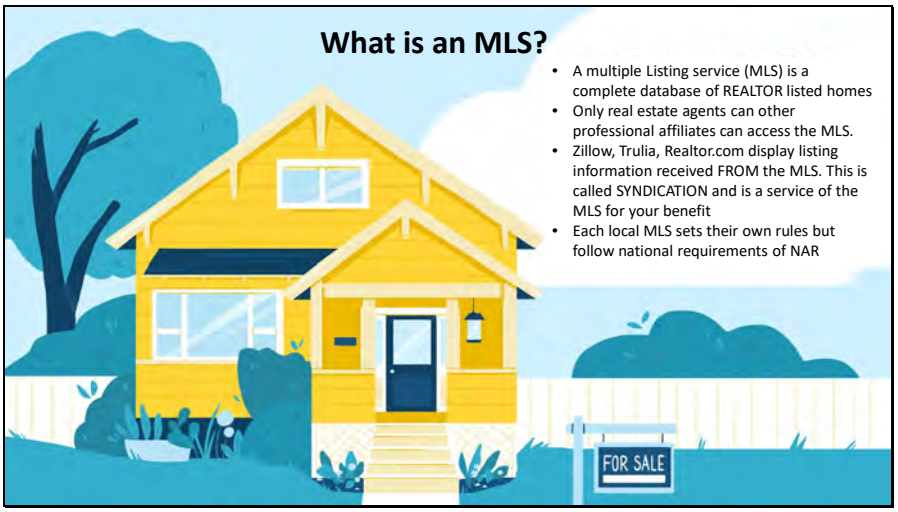
Berkshire REALTORS
And Multiple Listing Service, Inc.

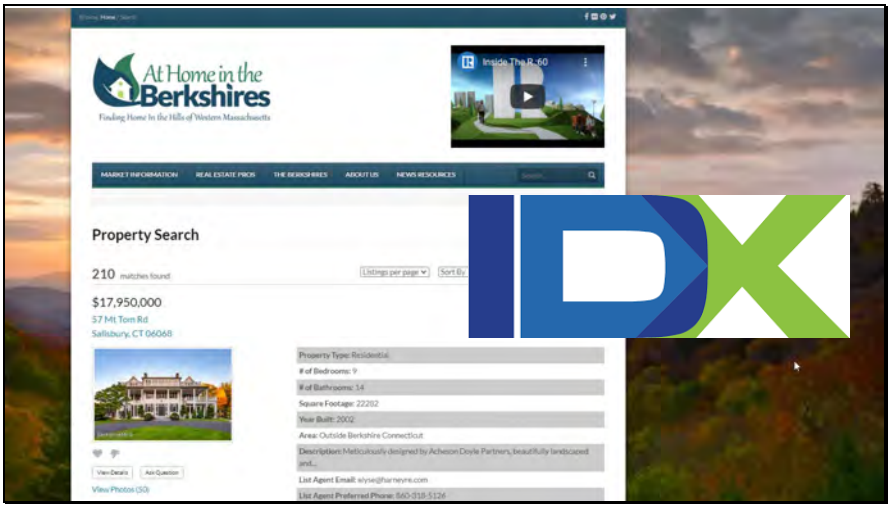
(9) Advertising. A broker/brokerage shall not advertise in any way that is false or misleading.

(a) Broker/Brokerage Identification: All advertisements shall include the name of the real estate broker/brokerage

(b) Salespersons Prohibited from Advertising. Salespeople are prohibited from advertising the purchase, sale, rental or exchange of any real property under their own name.

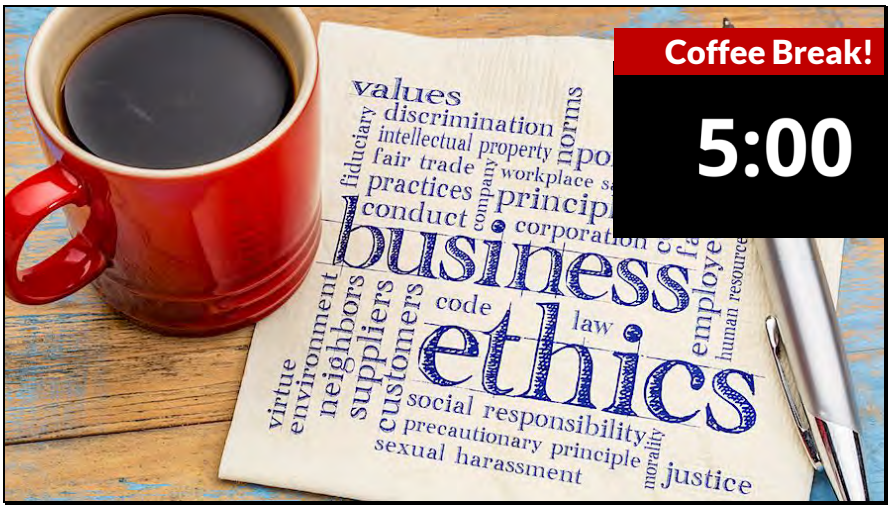






Fundamentals of the MLS

- MLS Rules & Regulations & Policies (PDF)
- Understanding Coming Soon, Delaying Showings and Office Exclusive Listings Types: Video



- FlexMLS: All things MLS
- RPR: REALTOR Property Resource; Slick off-market reports
- Ziplogix: Berkshire & MA Contract & Forms
- ListHub: Set your listing syndication
- Homesnap: Snap a Home, See the details.
- HouseLogic: Shareable Social Media & Online Content
- MAREALTOR.com: Mass Association of REALTORS
- NAR.Realtor: Main National Association of REALTORS Site
- REALTOR Magazine: Great Articles on Industry and Trend

Code of Ethics

- Code of Ethics: PDF or DOC | Color Poster | Translations | Audio Clips
- Code of Ethics: New Member Training Online
- Code of Ethics: Ongoing Training Online
- Code of Ethics Videos on Each Article
- Fair Haven: Fair Housing Simulation Training

Duties to Clients and Customers

Article 1: REALTORS® **protect and promote their clients'** interests while **treating all parties honestly**.

Article 2: REALTORS® **refrain from exaggeration, misrepresentation, or concealment** of pertinent facts related to property or transactions.

Article 3: REALTORS® **cooperate** with other real estate professionals to advance their clients' best interests.

Article 4: When buying or selling on their own account or for their families or firms, REALTORS® **make their true position or interest known**.

Article 5: REALTORS® do not provide professional services where they have any present or contemplated interest in property without **disclosing their personal interest** to all affected parties.

Article 6: REALTORS® **disclose any fee** or **financial benefit** they may receive from recommending related real estate products or services.

Article 7: REALTORS® receive compensation from only one party, except where they make **full disclosure and receive informed consent** from their client.

Article 8: REALTORS® keep entrusted funds of clients and customers in a **separate escrow account**.

Article 9: REALTORS® make sure that **contract details are in writing** and that parties receive copies.

REALTORS® must not use harassing speech, hate speech, epithets, or slurs based on race, color, religion, sex, handicap, familial status, national origin, sexual orientation, or gender identity.

Duties to the Public

Article 10: REALTORS® **give equal professional service** to all clients and customers irrespective of race, color, religion, sex, handicap, familial status, national origin, sexual orientation or gender identity.

Article 11: REALTORS® are **knowledgeable and competent** in the fields of practice in which they engage or they get assistance from a knowledgeable professional, or disclose any lack of expertise to their client.

Article 12: REALTORS® paint a **true picture in advertising** and in other public representations.

Article 13: REALTORS® do not engage in the **unauthorized practice of law.**

Article 14: REALTORS® willingly **participate in ethics investigations** and enforcement actions.

Duties to Realtors

Article 15: REALTORS® make only **truthful, objective comments** about other real estate professionals.

Article 16: **Respect the exclusive representation** or exclusive brokerage relationship agreements that other REALTORS® have with their clients.

Article 17: REALTORS® **arbitrate financial disagreements** with other REALTORS® and with their clients.

FAIRHAVEN

NAR's New Interactive Fair Housing Simulation

Available to all 1.4 million NAR members, this interactive online training uses the power of storytelling to help REALTORS® identify, prevent, and address discriminatory practices in real estate.

In the fictional town of Fairhaven, agents work against the clock to sell homes while confronting realistic scenarios where discrimination can occur.

Visit **Fairhaven.realtor** to test your compliance with fair housing principles.

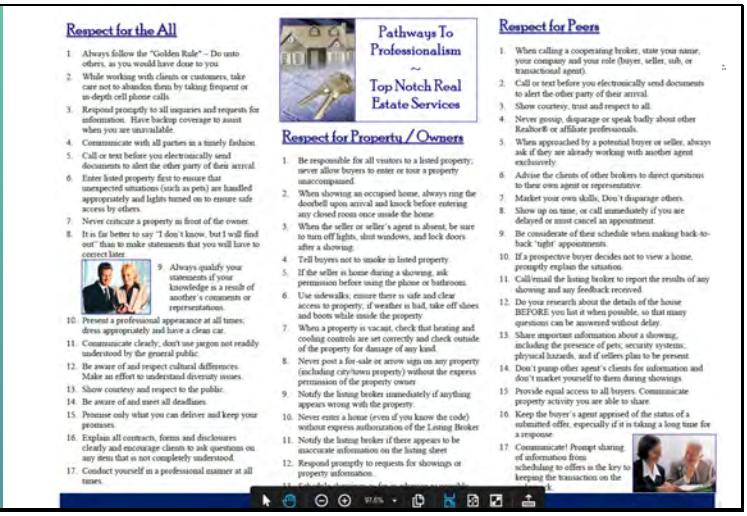
NATIONAL ASSOCIATION OF REALTORS®

OPTION 1	OPTION 2	OPTION 3
Ombuds Services	**Mediation Services**	**Formal Complaint Process**
Confidential, non-escalating off-the-record resource.	*Confidential, neutral, impartial, third-party facilitator.*	*Confidential, impartial, third-party hearing panel makes decision on resolution of matter.*
OUTCOME	**OUTCOME**	**OUTCOME**
Resolution or options explored. No notation in member file.	*Resolution or options explored. No notation in member file.*	*If a violation is found, appropriate sanctions are designated and noted in member file.*

Raise your hand or RH in the chat to get called on!

What leads to assumptions about your level of professionalism?

10:20-10:30 a.m.



Respect for the All

1. Always follow the "Golden Rule" – Do unto others, as you would have done to you.
2. While working with clients or customers, take care not to abandon them by taking frequent or in-depth cell phone calls.
3. Respond promptly to all inquiries and requests for information. Have backup coverage to assist when you are unavailable.
4. Communicate with all parties in a timely fashion.
5. Call or text before you electronically send documents to alert the other party of their arrival.
6. Enter listed property first to ensure that unexpected situations (such as pets) are handled appropriately and lights turned on to ensure safe access by others.
7. Never criticize a property in front of the owner.
8. It is far better to say "I don't know, but I will find out" than to make statements that you will have to correct later.

9. Always qualify your statements if your knowledge is a result of another's comments or representations.
10. Present a professional appearance at all times; dress appropriately and have a clean car.
11. Communicate clearly; don't use jargon not readily understood by the general public.
12. Be aware of and respect cultural differences. Make an effort to understand diversity issues.
13. Show courtesy and respect to the public.
14. Be aware of and meet all deadlines.
15. Promise only what you can deliver and keep your promises.
16. Explain all contracts, forms and disclosures clearly and encourage clients to ask questions on any item that is not completely understood.
17. Conduct yourself in a professional manner at all times.

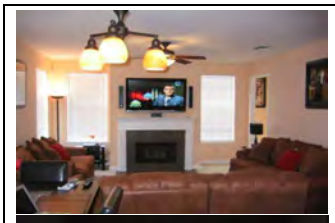
Pathways To Professionalism ~ Top Notch Real Estate Services

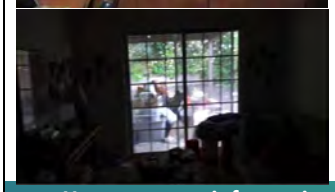
Respect for Property / Owners

1. Be responsible for all visitors to a listed property; never allow buyers to enter or tour a property unaccompanied.
2. When showing an occupied home, always ring the doorbell upon arrival and knock before entering any closed room once inside the home.
3. When the seller or seller's agent is absent, be sure to turn off lights, shut windows, and lock doors after a showing.
4. Tell buyers not to smoke in listed property.
5. If the seller is home during a showing, ask permission before using the phone or bathroom.
6. Use sidewalks; ensure there is safe and clear access to property; if weather is bad, take off shoes and boots while inside the property.
7. When a property is vacant, check that heating and cooling controls are set correctly and check outside of the property for damage of any kind.
8. Never post a for-sale or arrow sign on any property (including city/town property) without the express permission of the property owner.
9. Notify the listing broker immediately if anything appears wrong with the property.
10. Never enter a home (even if you know the code) without express authorization of the Listing Broker.
11. Notify the listing broker if there appears to be inaccurate information on the listing sheet.
12. Respond promptly to requests for showings or property information.

Respect for Peers

1. When calling a cooperating broker, state your name, your company and your role (buyer, seller, sub, or transactional agent).
2. Call or text before you electronically send documents to alert the other party of their arrival.
3. Show courtesy, trust and respect to all.
4. Never gossip, disparage or speak badly about other Realtors® or affiliate professionals.
5. When approached by a potential buyer or seller, always ask if they are already working with another agent exclusively.
6. Advise the clients of other brokers to direct questions to their own agent or representative.
7. Market your own skills, Don't disparage others.
8. Show up on time, or call immediately if you are delayed or must cancel an appointment.
9. Be considerate of their schedule when making back-to-back 'tight' appointments.
10. If a prospective buyer decides not to view a home, promptly explain the situation.
11. Call/email the listing broker to report the results of any showing and any feedback received.
12. Do your research about the details of the house BEFORE you list it when possible, so that many questions can be answered without delay.
13. Share important information about a showing, including the presence of pets; security systems; physical hazards, and if sellers plan to be present.
14. Don't pump other agent's clients for information and don't market yourself to them during showings.
15. Provide equal access to all buyers. Communicate property activity you are able to share.
16. Keep the buyer's agent apprised of the status of a submitted offer, especially if it is taking a long time for a response.
17. Communicate! Prompt sharing of information from scheduling to offers is the key to keeping the transaction on the

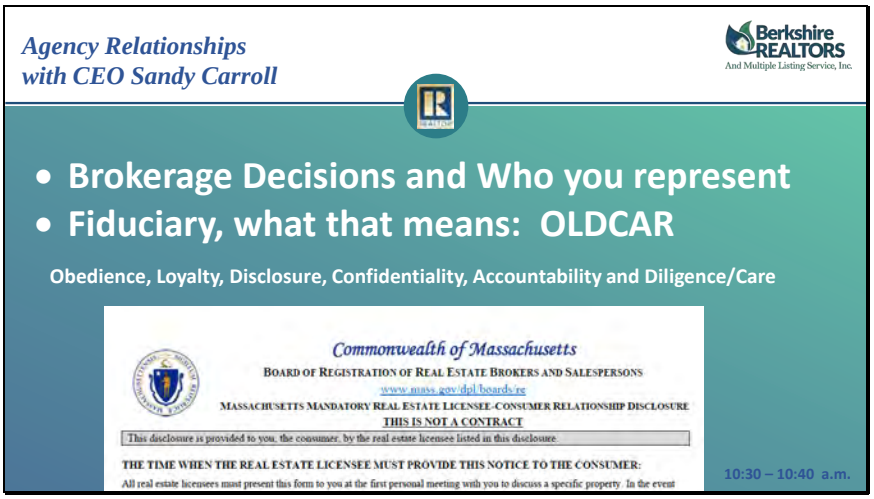


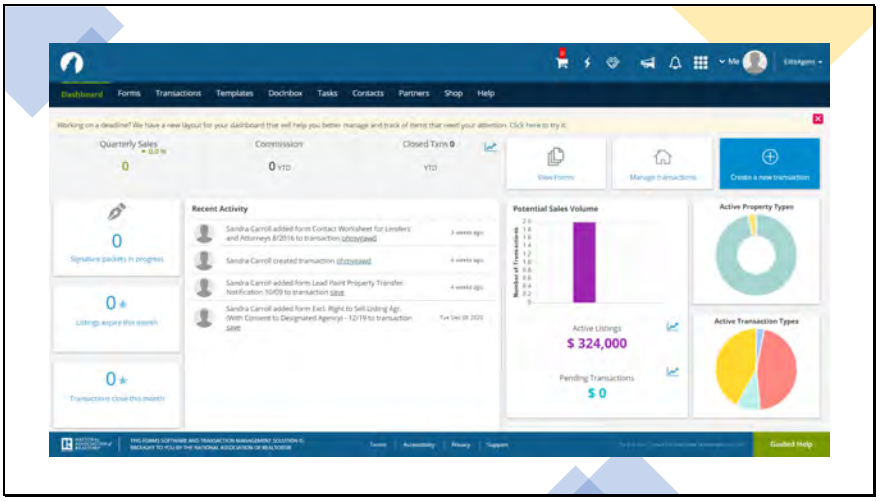


SPELL CHECK

Berkshire REALTORS
And Multiple Listing Service, Inc.

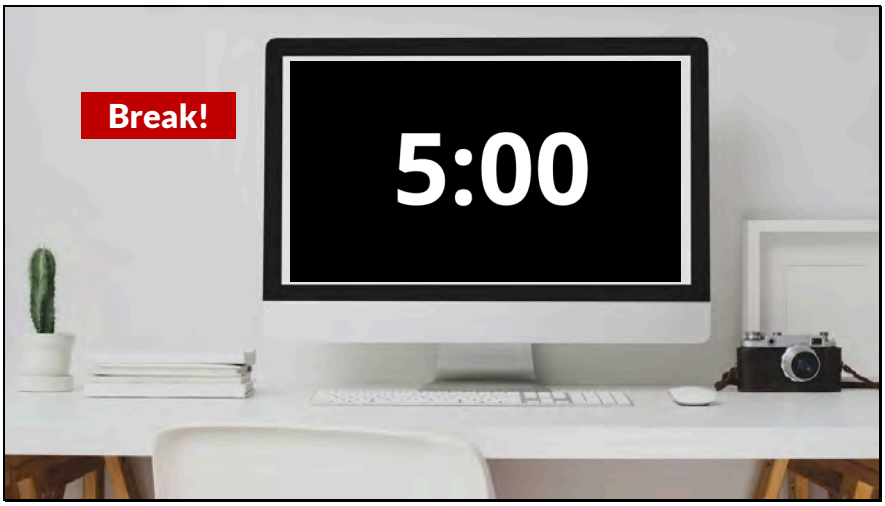
Your property information goes out to other broker's clients and all over the internet… represent your clients with OUTSTANDING property descriptions and photos. It's a major part of your job!





Contracts, Forms and Fiduciary

- Mandatory Consumer-Licensee Relationship Disclosure Form
- Agency Relationships
- Summary of all Forms and When to Use Them
- Ziplogix: Berkshire & MA Contract & Forms
- Continuing Education OnDemand!



Contracts & Forms

Berkshire REALTORS And Multiple Listing Service, Inc.

- Exclusive Right to Sell Review
- Addendums When Taking a Listing: Now on Market, Delayed, Coming Soon, Office Exclusive
- Contract with the Brokerage, not the agent – Broker Executes.

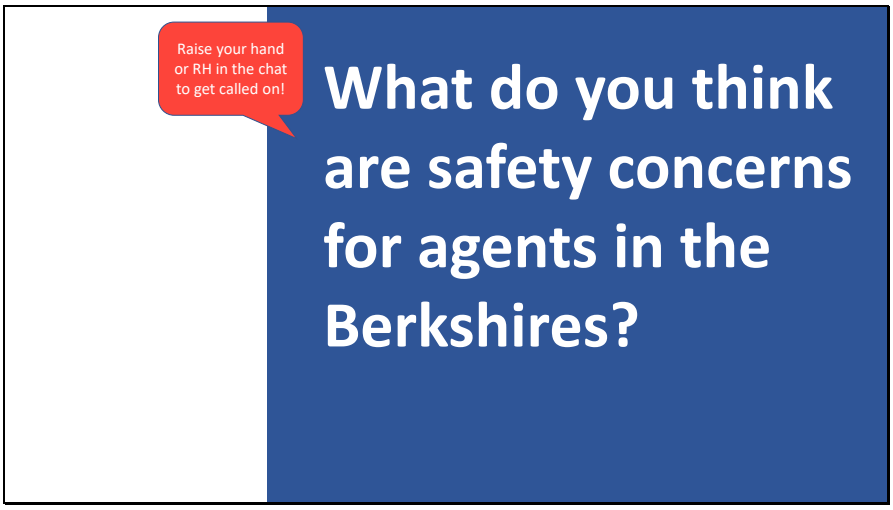
10:45 – 11:10 a.m.

Contracts & Forms

Berkshire REALTORS And Multiple Listing Service, Inc.

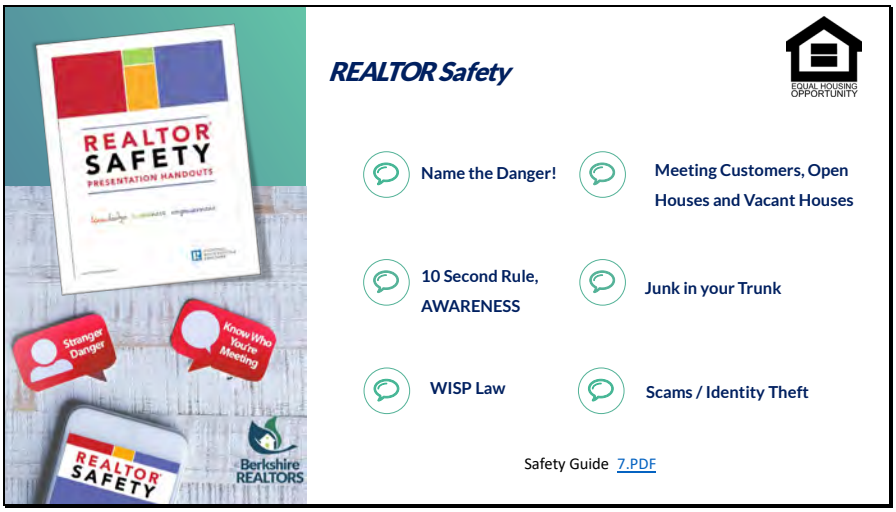
- Purchase & Sale Review
- Addendums Available, no writing language.
- Broker Oversight of Negotiations
- No Blanks.

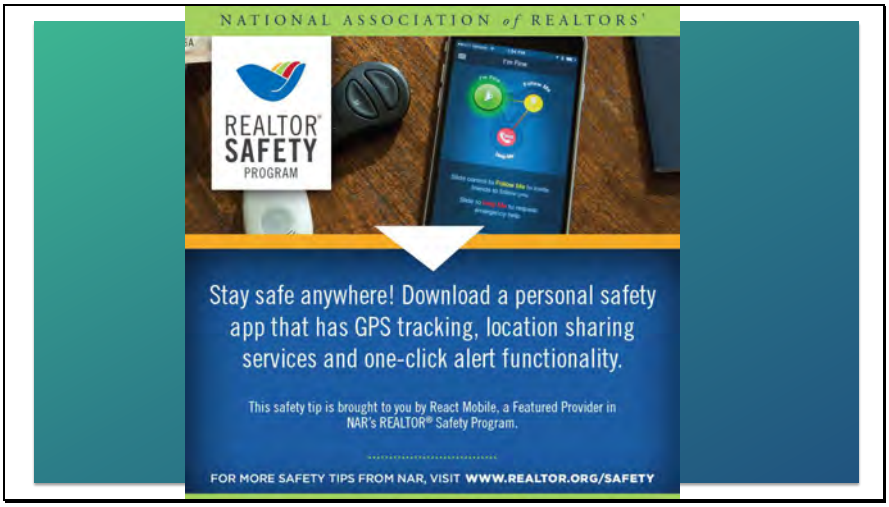
11:15-12:05 p.m.



REALTOR Safety

- REALTOR Safety Guide
- Planning Your Safety Strategy
- Personal Protection Resources
- REALTOR® Safety Network





Helpful Industry Links:

- MassLandRecords: Registry of Deeds
- Mass GIS (Oliver) Map Searches
- Mass Sex Offender Registry
- Mass Lead Safe Home Search

Closing Remarks

Berkshire REALTORS
And Multiple Listing Service, Inc.

12:10-12:40 p.m.

I AM A REALTOR®

I Pledge Myself...

To strive to be honorable and to abide by the Golden Rule;

To abide by the REALTORS'® Code of Ethics and to strive to conform my conduct to its aspirational ideals;

To act honestly in all real estate dealings;

To protect the individual right of real estate ownership and to widen the opportunity to enjoy it;

To seek better to represent my clients by building my knowledge and competence.

To strive to serve well my community, and through it, my country;