



WESTERN UPSTATE
ASSOCIATION OF REALTORS®

Spartanburg
Association of
& REALTORS®

NEW MEMBER ORIENTATION

About Your South Carolina Association

Your dues also cover membership in your State Association and entitles you to all the benefits of state membership. With a full-time legal staff and lobbyists, the State Association stands ready to represent you in the State legislature and to provide services outside the scope of the local association.

Learn more about benefits of membership in South Carolina REALTORS® by visiting their website at www.screaltors.org.

About Your National Association . . .

The National Association of REALTORS® (NAR) was formed May 12, 1908, at a meeting of 120 real estate agents from across the United States.

Nineteen boards from 13 states and one state group were represented at that meeting.

Invitations were sent to all 45 real estate groups known to exist at that time.

The dues were \$1 a year and the membership fee was \$50.

The first president of the newly formed group was William W. Hannan of Detroit.

A vital part of the association is its code of ethics, which was first adopted in 1913 and has since been amended many times.

The term REALTOR®, created by Charles M. Chadbourn of Minneapolis, was adopted for use by members in 1916. It is a service mark registered with the US Patent and Trademark Office.

In 1969, the REALTOR® Political Action Committee (RPAC) was founded.

In 1974, NAR became the largest trade association in the country.

The association has had many homes. In November 1976, the association completed its move to its headquarters at 430 North Michigan Avenue. The Association bought the 10-story building for about \$6.5 million on Dec. 15, 1975.

Approximately 450 association employees work in the building, while 50 others are housed in the Washington, DC, office, located just down the street from Congress.

The association has more than one million members in more than 1,500 local and 50 state associations. It also has members in the District of Columbia, Guam, Puerto Rico, and the US Virgin Islands.

NAR is dedicated to serving its members by providing quality services to help REALTORS® be successful and productive in their businesses. NAR's mission statement is the driving force behind all of its efforts.

Visit www.nar.realtor for more information about member benefits provided by your National Association.

NAR Societies, Institutes and Councils

The National Association of REALTORS® has a variety of affiliated institutes, societies and councils that provide a wide-ranging menu of programs and services that assist members in increasing skills, productivity and knowledge.

CCIM Institute (CCIM)

Institute of Real Estate Management (IREM)

The Counselors of Real Estate (CRE)

Council of Real Estate Brokerage Managers (CRB)

Council of Residential Specialists (CRS)

Real Estate Buyer's Agent Council (REBAC)

REALTORS® Land Institute (RLI)

Society of Industrial and Office REALTORS® (SIOR)

Women's Council of REALTORS® (WCR)

REALTOR® Family Designation Programs

Designations acknowledging experience and expertise in various real estate sectors are awarded by each affiliated group upon completion of required courses. In addition, NAR offers certification programs to its members.



ABR, Accredited Buyer Representative



ABRM, Accredited Buyer Representative Manager



ALC, Accredited Land Consultant



CCIM, Certified Commercial Investment Member®



CIPS, Certified International Property Specialist



CPM, CERTIFIED PROPERTY MANAGER®



CRB, Certified Real Estate Brokerage Manager



CRS®, Certified Residential Specialist®



CRE, Counselor of Real Estate



GAA, General Accredited Appraiser



GRI Graduate REALTOR Institute



PMN, Performance Management Network



Residential Accredited Appraiser



SIOR, Society of Industrial and Office REALTORS®

Certification Programs



At Home with Diversity Certification



REALTOR e-PRO®



REPAsm, Real Estate Professional Assistantsm

Home Sweet Second Home Specialist

Green Real Estate Specialist

Seniors Real Estate Specialist

Short Sale and Foreclosure Resource

Certified Pricing Specialist

Seller Representative Specialist

Military Relocation Specialist

Real Estate Investor Specialist

Important Addresses & Phone Numbers

**Western Upstate Association of REALTORS® Inc.
Western Upstate Multiple Listing Service Inc.**

600 McGee Road
Anderson, SC 29625

Phone: (864) 224-7941 Fax: (864) 224-7942

E-mail: PeggyHill@WesternUpstateMLS.com

Web site: www.westernupstatemls.com

State & National Addresses

South Carolina REALTOR® Association Inc.

P.O. Box 21827
Columbia, SC 29221
Phone: 1-800-233-6381
Fax: (803) 798-6650
Web site: www.screaltors.org

National Association of REALTORS® Inc.

430 North Michigan Ave.
Chicago, IL 60611-4087
Phone: 1-800-874-6500
Web site: www.nar.realtor

South Carolina Real Estate Commission, LLR

P.O. Box 11847
Columbia, SC 29211-1847
Phone: (803) 896-4400
Fax: (803) 896-4404
Web site: www.llr.sc.gov/re

NAR.REALTOR

Member center

Member benefits

Safety

Store

Magazine

Insurance marketplace

Events

Realtor.com

Profile

Ratings

Hub.newmember

Houselogic.com

Realtor Content Resources

Narrpr.com

REALTOR® Mark

REALTOR® is a registered collective membership mark which may be used only by real estate professionals who are members of the National Association of REALTORS® and subscribe to its strict code of ethics.

The National Association is the proud owner of numerous marks, including REALTOR®; REALTOR-ASSOCIATE®; and the REALTOR® logo.

The REALTOR® logo consists of an “R” set in Futura black typeface on a contrasting rectangular background to form a “block ‘R’” under which the term REALTOR® is centered:



The proper use of the REALTOR® term includes:

- Always use all capital letters – REALTOR®
- Do not alter the REALTOR® logo
- Use the registration symbol “®”
- Always use punctuation between REALTOR® and the member or member’s firm name
- Never use the terms REALTOR® interchangeably with the term “real estate broker,” or a like term, or in any manner which suggests that a person who deals in real estate is a REALTOR® without regard to his or her membership in the National Association of REALTORS®.

RPAC

The RPAC is a voluntary, nonprofit group. Membership consists of REALTORS[®], affiliate members, and others interested in the real estate industry and protecting it against unnecessary legislation. RPAC provides the real estate industry the legislative representation necessary to protect it and private property rights. Given the ever-changing political climate, it makes sense for you to support candidates who share your views on real estate issues.

"If real estate is your profession, then politics is your business."

Our industry is one that is very easily and frequently regulated. That is why it is so important to join with others in your profession and contribute to RPAC. When we contribute to RPAC, with time and money, we are sending a clear message to our politicians that we care about issues that impact our businesses. Together, we can fight to ensure we are not legislated, litigated or regulated out of business!

America is built on real estate. Pledge your commitment to the industry by contributing to the REALTORS[®] Political Action Committee today. It is your best investment in real estate.

Grassroots Support

RPAC focuses on its grassroots support because it works. Your letters, faxes, phone calls, and participation in the political process are making the difference in our legislative efforts. Some of our grassroots programs include:

- Calls-to-Action that alert REALTORS[®] to contact their national or state legislators when a critical vote arises.
- Capitol Conference sponsored by SCR is held yearly to bring together REALTORS[®] and legislators in Columbia, SC to discuss topics of interest.
- Washington, DC, hill visits held during the NAR Mid-Year Meetings. This event brings REALTORS[®] from across the nation and our congressional delegation together in Washington, DC, to discuss our industry's concerns on the national agenda. The Mid-Year meetings take place May 13-18, 2019

REALTOR® Safety

1. Keep a charged cell phone with you at all times. Tell someone at your office you will call every hour, and then do it like clockwork so that person will know right away if something is wrong. Be prepared to use coded phrases (such as the yellow folder, the red folder) to seek assistance or prompt a call to 911.
2. Be careful how you dress. Flashy or expensive jewelry might attract the wrong kind of attention.
3. Do not put your home phone number on your business card. Buy a voice pager or use your cell phone for out-of-office contact.
4. Do not host an open house alone; take along a colleague. Never show property at night or advertise it as vacant.
5. Always take your own car for showings. When you leave your car, lock it.
6. Let potential buyers take the lead when exploring a home, with you following behind. Avoid going into the basement or confined areas with a prospect.
7. Always have prospects meet you at your office the first time. Ask them for identification. If they question you about it, say it is company policy.
8. Find out as much as you can about prospects, such as where they work, what they do, and how much they earn. Ask lots of questions and be a good listener.
9. Know your sales area. Preview the property.
10. Trust your instincts. If you're suspicious, it is better to walk away.

Visit www.nar.realtor/safety for more information on how to stay safe.

Code of Ethics

History and Background of the Code of Ethics

- National Association of REALTORS® formed in 1908.
- No license laws at the time.
- Real estate industry had a history of speculation, exploitation and disorder.
- Code of Ethics was adopted in 1913 to establish a professional standard of conduct.
- Code of Ethics formed the basis for license laws.
- From its inception, the Code of Ethics required arbitration of monetary disputes between REALTORS®.

The Preamble and Structure of the Code of Ethics

Aspirational Concepts of the Preamble of the Code of Ethics

- A. Under all is the land ...
- B. The Golden Rule.
- C. “Widely allocated ownership” and “widest distribution of land ownership.”
- D. Maintain and improve the standards of their calling.
- E. Share with fellow REALTORS® a common responsibility for the integrity and honor of the real estate profession.
- F. Strive to become and remain informed on issues affecting real estate.
- G. Willingly share the fruit of your experience and study with others.
- H. Identify and take steps to eliminate practices which may damage the public or which might discredit or bring dishonor to the real estate profession.

- I. Urge exclusive representation of clients.
- J. Do not attempt to gain any unfair advantage over competitors.
- K. Refrain from making unsolicited comments about other practitioners.
- L. If an opinion is sought about a competitor (or the REALTOR® believes comment is necessary), the opinion should be offered in an objective, professional manner.
- M. The term REALTOR® stands for competency, fairness, high integrity, and moral conduct in business relations.
- N. No inducement of profit and no instruction from clients can justify departure from these ideals.

The Structure of the Code of Ethics

- A. The three major sections
 - Duties to Clients and Customers
 - Duties to the Public
 - Duties to REALTORS®
- B. 17 Articles – broad statements of ethical principles.
- C. 70 + Standards of Practice – support, interpret and amplify the Articles under which they are stated.
- D. Case Interpretations – specific fact situations to which the Articles and/or Standards of Practice are applied.

Enforcement of the Code of Ethics

- A. A Complaint can be filed by anyone against a REALTOR®
- B. The Grievance Committee reviews the complaint to see that it is in its proper form and filed within 180 days. They can send it to Professional Standards Committee or return to Complainant
- C. Professional Standards Committee hears ethics complaint or arbitration request
- D. Professional Standards Committee makes recommendation to Board of Directors

Articles of the Code of Ethics

- Article One:** Clients Come First
- Article Two:** Disclose Property and Transaction Facts
- Article Three:** Cooperation and Compensation
- Article Four:** Disclosure of Personal Interest
- Article Five:** Disclosure of Interest in Purchasing
- Article Six:** Disclosure of Rebates and Affiliations
- Article Seven:** Disclosure of Fees From More Than One Party
- Article Eight:** Trust Fund Accounting
- Article Nine:** All Agreements in Writing
- Article Ten:** Equal Treatment/Fair Housing
- Article Eleven:** Professional Practice
- Article Twelve:** True Picture in Advertising
- Article Thirteen:** Practicing Law Without a License
- Article Fourteen:** Submit to Hearings
- Article Fifteen:** About Your Competitors
- Article Sixteen:** Deals With Exclusive Clients
- Article Seventeen:** Submit to Arbitration

All REALTORS® are required to take at least 2.5 hours of Code of Ethics training every two years. This requirement will be met here today, can be met through live or online classes through our website, or can be met online at www.nar.realtor.