



ETHICAL CONDUCT IN REAL ESTATE

Instructor: Mark S. Putnam, M.Ed.

Course Length: 4 hrs.

Format: Online

Description: *Ethical Conduct in Real Estate* is a fundamental ethical conduct course geared toward real estate professionals at all levels. The focus of this course is on building greater ethical professional behavior by emphasizing personal character, positive core values, honest real estate business principles, and specific ethical guidelines for the real estate industry. This is a general ethical conduct course that deals with good professional conduct for real estate professionals and does not address specific laws, policies, or guidelines for any jurisdiction.

Long Description: The real estate business provides no shortage of ethical tests and trials. The real estate professional must be able to maintain a good balance between maintaining a competitive business practice, providing good customer service, and abiding by government and association ethical guidelines. It can be easy to allow profit and personal interest to take precedent over the customer and the ethical practices that govern the industry. For this reason, *Ethical Conduct in Real Estate* takes a holistic approach to training the real estate professional by focusing on four areas: personal character; professional knowledge and competency; ethical duties; and practical application. This approach takes the real estate professional on a journey from a starting point of meaningful self-examination of his or her values and character to practical application of best practices. This is the ideal combination of character building and professional learning. This course is applicable for all levels of real estate professionals and is designed to be a basic foundational course upon which other specific real estate professional education can be built.

Objectives:

- Know why integrity and good ethics is important to the real estate profession.
- Learn the definition of ethics and apply it in the professional setting.
- Know the ethical imperatives for real estate professionals.
- Appreciate the value of becoming a trustworthy professional.
- Know how to act with integrity in a variety of real estate situations.
- Understand the ethical principles behind honesty and strong core values.
- Learn the keys to ethical balance.



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- Learn the benefits and the how-to's of becoming a knowledgeable and competent real estate professional.
- Learn to demonstrate clarity and honesty in business communications.
- Know the principles for providing good customer service.
- Know the various kinds of ethical dilemmas for real estate professionals.
- Identify illegal and/or unethical behavior.
- Understand how greed affects our professional ethical choices.
- Know the kinds of unethical financial dealings.
- Know how and to whom to report violators.

Required Reading:

Article: "Intrinsic Honesty and the Real Estate Professional"

Article: "Finding Your Moral Compass in the Real Estate Profession"

Article: "Getting Rid of Greed – Choosing Principle Over Profit"

Evaluation: This course contains multiple-choice tests and a scenario quiz for each section as well as a final examination.

- Section 1 Quiz - Character Fundamentals (30 points)
- Article Quiz – Intrinsic Honesty (20 points)
- Article Quiz – Moral compass (20 points)
- Section 2 Quiz – Professional Attitudes and Attributes (30 points)
- Scenario Test: Customer Service (40 points)
- Section 3 Quiz – Ethical Duties and Obligations (30 points)
- Scenario Test: Lender and Broker Relationships (40 points)
- Article Quiz: Getting Rid of Greed (20 Points)
- Section 4 Quiz –Ethical Applications for Real Estate Professionals (30 points)
- Scenario Test: Broker and Peer Relationships (40 points)
- Final Exam (30 points)

Grading:

Section Quizzes	160 Points
Scenario Tests	120 Points
Article Quizzes	60 Points
Final Exam	30 Points

Total **370 Points**

Passing: 75% accuracy