

## Real Values

by Chuck Ross

### Plugging the Profession

A friend of mine called me the other day. "I knew you'd get around to it", he said, "I knew you'd finally put in a plug for Realtors."

He was talking about my last article. "You're durned right", I countered. "When you're sick, do you go to a doctor? When you need legal help, do you see a lawyer?"

"Well, that's different," he said...

Well, it's not really different. Realtors are professionals, just as are doctors, lawyers, bankers and stockbrokers. We are trained to do our job, and we work at it.

Since I've been accused of plugging the profession — and I unabashedly admit to the charge — let's go a few steps further.

Many people misuse the term, Realtor. Ask them what a Realtor is, and they will likely reply, "someone who sells real estate."

This is not entirely correct. Anyone can sell real estate. You can sell your own property, without a license. But, if you are going to buy or sell real estate for others, you must have a license. This involves, among other things, a very stiff exam, so tough that there is only a 40 percent passing rate.

All licensed real estate brokers and sales counsellors, however, are not Realtors. A Realtor is a member of the National Association of Realtors, an organization dedicated to maintaining the highest standards of practice of our profession. The term, Realtor, is copyrighted and spelled with a capital "R" as a reminder that we are expected to measure up to the standards.

I will not bore you with all the details of what is required of a Realtor, but there are two considerations which I believe are important to any potential client.

First of all, you don't just send money, then hang up your sign. Before you can even be considered, your reputation must be such that you are acceptable to the members of your local Board of Realtors.

The other consideration, of equal, if not greater importance, is that Realtors are bound by the Code of Ethics of the national organization.

The Code is quite strict. In fact, it is above the law. For example,

## Health Clinic

Polk County Health Department Clinic schedule for week of March 31 is as follows:

Monday: General clinic- (immunization, hypertension screening, tbc. test, etc.) 8:30 a.m. — 5 p.m.

Tuesday: Speech and hearing (by appointment)

Wednesday: Family Planning 2:30-4 p.m.

Thursday: Maternity 8:30- 10 a.m.

Friday: Nurse screening cancer clinic (by appointment)

Home Health care by physician referral.

For appointment call Polk County Health Department 894-8271.

it is a violation of the Code to publicly disparage a competitor. Another article requires that Realtors be competent in their field. It certainly is not illegal to knock the opposition, nor is it against the law to be a klutz. But the Code says no.

One of the most important of the tenets of the Code is the relationship between client and agent. Because it should be understood by all persons who deal with a Realtor, I will quote it verbatim:

"In accepting employment as an agent, the Realtor pledges himself to protect and promote the interests of the client. This obligation of absolute fidelity to the client's interests is primary, but it does not relieve the Realtor of the obligation to treat fairly all parties to the transaction."

What this means is that the client is the person who pays the commission. Usually, but not always, this is the seller. Nevertheless, the Realtor also has a high obligation to the buyer. He cannot misrepresent the facts. He cannot lie about the property, nor can he conceal known adverse information.

The Code of Ethics is important to the Realtor because it is a means of setting standards of practice. It is even more important to the buyer and seller because it is a means of protection.

Are you interested in learning more about the protection afforded you by the Realtors' Code of Ethics? Call me at (704) 894-3531 (894-8424 evenings) or drop by Town & Country Realty. I'll be glad to talk it over with you. adv. 31,c.

## Easter Sweets

Call your order in for Pies, Cakes and Easter Desserts.

## Brannon's Country Store

894-8088



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after you see your doctor,

bring your prescription to

**Tryon Pharmacy**  
DAILY 8:30-7  
SUNDAY 2-4 P.M.

## MAISON de CAMPAGNE

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Delightful town house on a secluded site near Churches, Library & Fine Arts Center.

**FIRST FLOOR:** Foyer. Living room. Screened porch. Dining room. Master bedroom (or Library). Bath. Dinette. Kitchen. Guest room and bath. Open porch and Patio.

**SECOND FLOOR:** Two large bedrooms. Sitting room. Bath. Enclosed sleeping porch. Two car garage with storage space. This completely air-conditioned, renovated & redecorated home has three fireplaces and a beautifully landscaped yard without grass.

**JOHN KNOBLOCK, Realtor**

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