

## PROFESSIONAL COURTESY DOs And DON'Ts

### WHEN TOURING OR SHOWING PROPERTY

- **DO** call first for an appointment.
- **DO** be on time for appointments, or call if you're going to be late or if there is a cancellation.
- **DO** identify yourself on the telephone to the sellers.
- **DO** show respect and courtesy to the sellers at all times.
- **DO** knock loudly or ring the doorbell before entering the home. Once the door is open, announce "Hello, I am \_\_\_\_\_ a REALTOR®"
- **DON'T** let customers roam around the property without you.
- **DON'T** peek in windows. You might be stopped as a "peeping Tom" or "peeping Tammie".
- **DO** knock on any closed doors before entering a room in a home. You might get a real surprise if you don't.
- **DON'T** smoke in a home when you are showing it.
- **DON'T** leave cigarettes or other debris (candy wrappers, etc.) at the property while caravanning or showing the house.
- **DON'T** let anyone – children or adults – eat ice cream, drink soft drinks, eat food or smoke while showing a house. It could be costly to you and your customer.
- **DO** keep children under control at all times when showing a home, the knick-knacks and furniture belong to the seller.
- **DO** make sure pets do not get in or out of the home while you are showing it. If a pet does get in or out, make every effort to retrieve it, and call the listing office if you are unable to find the pet.
- **DO** ask the seller before using the telephone in the home.
- **DO** use walks and paths, and try not to walk all over the grass or in the flowerbeds.
- **DO** show the entire house.
- **DON'T** take food or candy from the home or pick fruit from trees unless the seller offers it to you.
- **DO** leave your business card in a suitable, obvious location inside the home as a notice that you have shown the home.
- **DO** turn off lights that you have turned on and draw the drapes, if you have opened them, after showing the house.
- **DO** make a quick tour of the doors and windows to make sure that they are closed and locked. Do this even if it means making your prospects wait a few minutes. They will appreciate your thoroughness and professionalism.
- **DO** report anything suspicious in a home to the listing office at once.
- **DO** promptly return the key to the proper place, i.e., back in the lock box or back to the office as soon as possible.
- **DO** discuss the good features of a home while caravanning with colleagues, not only the drawbacks. Do your seller a favor.
- **DON'T** discuss with other real estate professionals in the caravan the condition of a property or compare it with other properties while you are in seller's home.

## WORKING WITH CLIENTS AND CUSTOMERS

- **DON'T** tell a prospective buyer where the key is located so he may get into the house without a real estate licensee.
- **DON'T** give the seller's phone number to the customer unless you have been given permission by the broker or sales associate handling the listing.
- **DON'T** bluff your customers if you don't know. Tell them you will find out what they want to know. This will save a lot of grief later.
- **DO** return keys promptly to sellers when the home has been sold or the listing expired.
- **DO** disclose any interest you may have in a transaction.
- **DO** return telephone calls.
- **DO** honor the real estate professional's sign. Make appointments through the agent.
- **DO** report all suspicious customers to your manager and then perhaps to your police department.
- **DO** give accurate and precise information on listings and know your office inventory.
- **DON'T** be discourteous to sellers or customers, escrow officers or loan officers. You need all of them.
- **DO** be clean and neat in your personal appearance. The first impression you make is usually the one that remains in the eyes of your client or customer.
- **DON'T** use any off-color jokes or profanity. No sale has ever been closed because of this.
- **DON'T** promise anything you cannot do. It might cost you a lot of money.
- **DO** write legibly; better yet, print. Be deliberately neat.
- **DO** say "thank you" and "please." They are such nice words.
- **DO** keep the REALTOR® Code of Ethics and the Golden Rule foremost in your mind at all times.
- **DON'T** discuss anything regarding terms, conditions or price with a seller of a home that is listed with another office.
- **DON'T** call the seller of a new listing held by another office and embarrass him by asking why he did not list you. This cheapens you!

## WORKING WITH COLLEAGUES

- **DO** return calls from other real estate professionals first. They may have an offer or need information to write an offer.
- **DO** identify yourself as a fellow REALTOR® when calling for information so the floor salesperson does not lose his customer calls.
- **DO** speak slowly when giving your telephone number to anyone – For example: area code 216 (pause) 555 (pause) 45 (pause) 67.
- **DO** include your phone number when leaving information for a person on a telephone answering machine. That person may be getting his messages away from his office and may not have access to a phone book.
- **DO** arrange showings, even though the broker or sales associate handling the listing is out of the office.
- **DO** give specific instructions and directions, and use major streets for identification in listing information.
- **DO** check keys that you have made for a listing to be certain they work before dropping them off at other offices or on the property;
- **DO** report to the listing agent the status of your showing within 24 hours if possible.
- **DON'T** put keys in a place where a five-foot person cannot reach them or where you have to climb a wall to reach them.

- **DO** call the broker or sales associate handling the listing if the key is not where it is supposed to be.
- **DO** show courtesy to other real estate professionals, especially in front of customers and clients.
- **DON'T** knock your competition – it belittles YOU!

**THE GOLDEN RULE:**

- **DO** use good judgment and refer to the Golden Rule in all dealings with your fellow real estate professionals.