

# Bay East Consumer Guide

## A REALTOR®'s Duty to Put Your Interests First

Learn how the REALTOR® Code of Ethics helps protect buyers and sellers.



### What Makes a REALTOR® Different?

A REALTOR® is a licensed real estate professional who is also a member of the NAR® and follows its Code of Ethics.

- Put clients' interests first
- Act honestly and professionally
- Provide ethical representation
- Promote transparency in the transaction



### How REALTORS® Represent Buyers & Sellers

A REALTOR® is expected to:

- ✓ Present available opportunities fairly
- ✓ Explain your options clearly
- ✓ Help you make informed decisions
- ✓ Protect your interests in the transaction

*Your goals should guide every recommendation.*



### Understanding Ethical Representation

REALTORS® cannot:

- Recommend or avoid homes based on how they're compensated
- Pressure clients into decisions that don't serve their best interests
- Mislead buyers or sellers about available options

*Ethical guidance helps build trust.*



### Why Written Agreements Matter

Written agreements help create clear expectations between you and your REALTOR®. They typically outline:

- The services your REALTOR® will provide
- How your REALTOR® will be compensated
- Each party's responsibilities
- The terms of your working relationship



### We're Here to Help

A Bay East REALTOR® can help you:

- ✓ Explain your rights throughout the transaction
- ✓ Provide ethical, client-focused representation
- ✓ Answer questions with transparency



*"Your goals should always come first."*