

Business Ethics in Real Estate

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4 Hour Course Outline

COURSE DESCRIPTION:

This course provides an overview of the challenge and obstacles facing those who seek to make ethical considerations an essential part of their business practices. The course provides attendees opportunities to think through the process from morality, ethics and integrity. Special emphasis is exposure to the National Association of Realtors® Code of Ethics from Preamble, Code Articles, Standards of Practice, and official interpretations case studies. Attendees will develop a general understanding of the Code and the NAR enforcement process—from ombudsman, mediation, grievance screenings and ethics and arbitration formal processes. Attendees are shown select video clips supplementing lecture and group exercises.

Selected video clips are used in this class along with full PowerPoint slides. The course encompasses learning experiences sufficient to meet the Realtor® Quadrennial Ethics requirement.

TEACHING TECHNIQUES:

L=Lecture, **PP**=PowerPoint slides, **V**=Video clips and **GE**=group exercises.

LL LEARNING OBJECTIVES

- 1 Attendees will be able to describe and put to classroom use basic ethical reasoning standards
- 1 Attendees will become familiar with the structure and content of the Realtor Code of Ethics
- 2 Attendees will be able to relate to the enforcement processes for the Code of Ethics
- 2 Attendees will be able to describe “procuring cause” as it relates to arbitration
- 1 Attendees will understand the priority of license law over the Code requirements
- 2 Attendees will be able to reflect on concepts of morality, integrity, etc. real estate practice

General Introduction: Instructor, attendees and course objectives	10 minutes
I. Introduction: Class Discussion	30 minutes
II. Basic Types of Ethical Reasoning	30 minutes
III. Characteristics of Business Ethics	20 minutes
IV. National Association of Realtors® “Pathway to Professionalism”	40 minutes
V. Realtor® Code Enforcement Processes Complaint to Professional Standards Administrator	60 minutes
VI. National Association of Realtors® Selected Case Studies:	50 minutes

General Introduction: Instructor, attendees and course objectives	10 minutes
I. Introduction: Class Discussion	30 minutes
Meaning of “morality”	
Meaning of “ethics”	
Meaning of “integrity”	
Meaning of “virtue”	
Video Clip: “Trolley Car Dilemma”	
II. Basic Types of Ethical Reasoning	30 minutes
Rule or Law	
Social Contract (Code of Ethics)	
Personal Conscience	
End Result	
Video Clip: “Open House Dilemma”	
Basic Question for Ethical Decision Making	
III. Characteristics of Business Ethics	20 minutes
For Professional Individual	
For Professional Organizations	
Sample Corporate Business Ethics Sampler	
Class Discussion	
IV. National Association of Realtors® “Pathway to Professionalism”	40 minutes
Code of Ethics “Pre-Test” True or False	
Structure of Code of Ethics: Duties to Clients and Customers; Duties to the Public; Duties to Realtors®; Class Exercise: Workbook Exercise for attendees “bird’s eye view” of the entire Code.	
V. Realtor® Code Enforcement Processes	60 minutes
Complaint to Professional Standards Administrator	
Mediation Option	
Grievance Screening: Is the matter arbitrable? Is there a potential violation of Code Article(s)?	
Ethics Hearing Panel: Due Process and Sanctions	
Arbitration Hearing Panel: Due Process and Awards	
Video Clip: “What is Procuring Cause?”	

VI. National Association of Realtors® Selected Case Studies:

50 minutes

Class Exercise as if Hearing Panel

Case Study #1

Case Study #2

Case Study #3

Case Study #4