

Enduring Ethics and the Real Estate Code of Conduct



We may have come a long way from the days of ancient philosophers such as Socrates, Kant and Nietzsche when it comes to the ethics they shaped and the values they are as relevant today as they were in their time. Defending the concepts of right and wrong comes with us amidst a wealth of moral and personal diversity. Integrity is the bedrock of ethics in real estate, as much as it is in the wide society. When it comes to the world of real estate, though the ideas must be forged in a different mold, they encompass the complicated nature of our business. The same basic tenets apply, or at least they should.

As a realtor of many years, I am acutely aware of the need for ethics and uncompromising professional conduct in the real estate business. Though the majority of those involved in real estate work are honorable, honest and hard-working professionals, the world of real estate is more immune from the scourge of misconduct than any other profession. Thankfully, a code of ethics is there to outline and, in the rare case it is needed, enforce these rules of professional conduct, so to say.

From law to medicine, law enforcement to the military, codes of conducts and ethical guidelines are imperative. In Real Estate terms, the code of conduct is very much aligned with the concept of applied ethics, embracing the notion that a person is obligated to act in a specific way in a particular arena, such as a business transaction, in our case, anything involving real estate. It would be disingenuous to suggest that the real estate industry is free from ethical misdemeanors, but equally unfair to suggest that it does not continue to make great strides towards higher ethical standards.

For realtors, this code is the cornerstone of our business practice, I am proud to see our profession treated with respect by so many professionals. Such guidelines are there not only to protect the people within and reputation of the real estate profession, they are there to reassure our clients. Buying or selling a home can be a traumatic, life-changing and complicated process, especially for those who have no experience. Whether it is the purchase of a family home in a new area, a first step onto the property ladder or an investment purchase for the future, these decisions are rarely taken lightly.

When looking for a realtor to assist in these seminal and financially important decisions, it is safe in the knowledge that any such help or counsel will be trustworthy is imperative. Essentially, when a person is looking to secure the services of a real estate professional, we are selling ourselves well before we are selling the home.