



RASCW

REALTORS' ASSOCIATION OF SOUTH CENTRAL WISCONSIN



Belong. Engage. Succeed.

Welcome

NEW MEMBER ORIENTATION



REALTORS® Association of South Central Wisconsin, Inc.

The Voice for Real Estate™ in South Central Wisconsin Since 1914

New Member Orientation Agenda

<u>9:00-9:15</u>	<i>Welcome & Introductions</i>
<u>9:15-9:50</u>	<i>The Who, The What, and The Benefits of Your Associations Advocacy & RPAC</i>
<u>9:50-10:10</u>	<i>Antitrust: A Quick Review Personal Safety Cybersecurity</i>
<u>10:10-10:15</u>	<i>Break</i>
<u>10:15-11:45</u>	<i>Code of Ethics</i>
<u>11:45-12:30</u>	<i>Lunch Break</i>
<u>12:30-1:00</u>	<i>Fair Housing</i>
<u>1:00-1:30</u>	<i>RASCW President & Your Swearing In</i>
<u>1:30-2:30</u>	<i>Paragon Training</i>



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www.rascw.org



Pathways to Professionalism

These Professional courtesies are intended to be used by REALTORS® on a voluntary basis, and cannot form the basis for a professional standards complaint.

Respect for the Public

1. Follow the "Golden Rule": Do unto other as you would have them do unto you.
2. Respond promptly to inquiries and requests for information.
3. Schedule appointments and showings as far in advance as possible.
4. Call if you are delayed or must cancel an appointment or showing.
5. If a prospective buyer decides not to view an occupied home, promptly explain the situation to the listing broker or the occupant.
6. Communicate with all parties in a timely fashion.
7. When entering a property ensure that unexpected situations, such as pets, are handled appropriately.
8. Leave your business card if not prohibited by local rules.
9. Never criticize property in the presence of the occupant.
10. Inform occupants that you are leaving after showings.
11. When showing an occupied home, always ring the doorbell or knock—and announce yourself loudly before entering. Knock and announce yourself loudly before entering any closed room.
12. Present a professional appearance at all times; dress appropriately and drive a clean car.
13. If occupants are home during showings, ask their permission before using the telephone or bathroom.
14. Encourage the clients of other brokers to direct questions to their agent or representative.
15. Communicate clearly; don't use jargon or slang that may not be readily understood.
16. Be aware of and respect cultural differences.
17. Show courtesy and respect to everyone.
18. Be aware of—and meet—all deadlines.
19. Promise only what you can deliver—and keep your promises.
20. Identify your REALTOR® and your professional status in contacts with the public.
21. Do not tell people what you think—tell them what you know.

Respect for Property

1. Be responsible for everyone you allow to enter listed property.
2. Never allow buyers to enter listed property unaccompanied.
3. When showing property, keep all members of the group together.
4. Never allow unaccompanied access to property without permission.
5. Enter property only with permission even if you have a lockbox key or combination.
6. When the occupant is absent, leave the property as you found it (lights, heating, cooling, drapes, etc.) If you think something is amiss (e.g. vandalism), contact the listing broker immediately.
7. Be considerate of the seller's property. Do not allow anyone to eat, drink, smoke, dispose of trash, use bathing or sleeping facilities, or bring pets. Leave the house as you found it unless instructed otherwise.
8. Use sidewalks; if weather is bad, take off shoes and boots inside property.
9. Respect sellers' instructions about photographing or videographing their properties' interiors or exteriors.

Respect for Peers

1. Identify your REALTOR® and professional status in all contacts with other REALTORS®.
2. Respond to other agents' calls, faxes, and e-mails promptly and courteously.
3. Be aware that large electronic files with attachments or lengthy faxes may be a burden on recipients.
4. Notify the listing broker if there appears to be inaccurate information on the listing.
5. Share important information about a property, including the presence of pets, security systems, and whether sellers will be present during the showing.
6. Show courtesy, trust, and respect to other real estate professionals.
7. Avoid the inappropriate use of endearments or other denigrating language.
8. Do not prospect at other REALTORS®' open houses or similar events.
9. Return keys promptly.
10. Carefully replace keys in the lockbox after showings.
11. To be successful in the business, mutual respect is essential.
12. Real estate is a reputation business. What you do today may affect your reputation—and business—for years to come.

(Revised 11/13)

Non-Profit Organizations that Assist Home Buyers

By RASCW Affordable Housing and Equal Opportunity Committee

www.rascw.org/resources/equal-opportunities/

- **Home Buyer's Round Table** A collaboration of housing industry representatives that promotes homeownership through education and counseling to low and moderate income families.
 - Webpage: www.homebuyersroundtable.org
 - Email: info@homebuyersroundtable.org

- **Movin' Out** Movin' Out provides a range of housing solutions to adults with disabilities and to families that include children with disabilities. Momentum, a new home buyer assistance resource, is available to first-time home buyers with low to moderate incomes for purchases outside of the City of Madison. Disability is not a criteria for eligibility.
 - Webpage: www.movin-out.org
 - Phone: 608-251-4446 Ext. 7
 - Email: info@movin-out.org

- **Habitat for Humanity**® For 25 years, Habitat for Humanity® of Dane County has partnered with 200 families to build simple, decent, affordable homes here in Dane County.
 - Webpage: www.habitatdane.org
 - Phone: 608-255-1549 or 608-661-2813
 - Email: habitat@habitatdane.org

- **Realtors® Association of South Central Wisconsin Housing Foundation** A non-profit corporation, the Foundation is dedicated to an increase in affordable housing in south central Wisconsin by providing low-interest, deferred payment loans for down payment and/or closing costs associated in the purchase of a home.
 - Webpage: www.rascw.org (click on Housing Foundation tab)
 - Phone: 608-240-2800
 - Email: foundation@wisre.com

- **Project Home** Assists approximately 1,000 households each year with a variety of no-cost and low-cost home improvement programs.
 - Webpage: www.projecthomewi.org
 - Phone: 608-246-3737
 - Email: info@projecthomewi.org

- **Operation Fresh Start** Their vision for the community is that each youth has a path forward in life. Among other things they produce quality affordable homes for low- and moderate-income families.
 - Webpage: www.operationfreshstart.org
 - Phone: 608-244-4721
 - Email: info@operationfreshstart.org

- **Centro Hispano** Their mission is to improve the quality of life of Latinos and others living in Dane County through high quality programming and services.
 - Webpage: www.micentro.org
 - Phone: 608-255-3018
 - Email: reception@micentro.org

- **Madison Area Community Land Trust** A non-profit that sells high-quality, energy-efficient homes at below market prices to low-moderate income households. MACLT homes are more affordable because the homeowners purchase the home only, while the land remains part of the land trust.
 - Webpage: www.affordablehome.org
 - Phone: 608-280-0131
 - Email: deaken@maclt.org (Deaken Boggs)

- **WI Partnership for Housing Development** Expands access to affordable housing opportunities and revitalizes neighborhoods through partnerships among the public, nonprofit and private sectors.
 - Webpage: www.wphd.org
 - Phone: 608-258-5560
 - Email: info@wphd.org

- **Urban League of Greater Madison** The mission is to ensure that African Americans and other community members are educated, employed and empowered to live well, advance professionally and contribute to the common good in the 21st Century
 - Webpage: www.ulgm.org
 - Phone: 608-729-1200
 - Email: info@ulgm.org

- **City of Madison** Through the Department of Planning and Community and Economic Development, programs and information for home buyers and lenders is available.
 - Webpage: www.cityofmadison.com/dpced/economicdevelopment/home-loans/228
 - Phone: 608-266-4223
 - Email: homeloans@cityofmadison.com

- **Own It - Building Black Wealth** A network of Madison Area real estate, banking, and financial industry professionals working to empower communities of color to achieve homeownership, wealth, and financial freedom. They provide an educational series and access to down payment assistance funds.
 - Webpage: www.ownitbbw.com
 - Email: info@ownitbbw.com

Other Resources

- **Habitat for Humanity® ReStore** A nonprofit home improvement stores and donation centers that sell new and gently used furniture, home accessories, building materials, and appliances to the public at a fraction of the retail price. Habitat for Humanity® ReStore's are proudly owned and operated by local Habitat for Humanity® affiliates, and proceeds are used to build homes, community, and hope locally and around the world.
 - Webpage: www.habitat.org/restore
 - Phone: 608-661-2813
 - Email: restore@restoredane.org

- **Forward Community Investments** They transform communities by supporting projects and programs that focus on affordable housing, job creation, economic development and basic social services. They provide loans and advisory services to organizations serving our most in-need communities.
 - Webpage: www.forwardci.org
 - Phone: 866-687-1468
 - Email: info@forwardci.org

Fair Housing Declaration

Equal opportunity in housing is still not a reality for many people. This goal will not be achieved until we have a housing market which is free from discriminatory preferences and which respects, understands, and welcomes cultural diversity. To this end, each real estate professional in our community must take a positive approach and practice our profession in keeping with the letter and the spirit of fair housing law. Accordingly, I agree to:

- Provide equal professional service without regard to race, color, religion, sex, handicap or disability, familial or family status, national origin, sexual orientation, marital status, lawful source of income, age, ancestry, and any other class protected by law in my community.
- Keep informed about fair housing law and practices.
- Develop, implement and document fair housing policies and practices for my firm which demonstrate my commitment to provide equal professional services to all.
- Develop and use advertising that is free from discriminatory preferences, limitations and exclusions, and that reflects my fair housing policies and practices.
- Inform my clients and customers about their rights and responsibilities under fair housing law by providing brochures or other written information.
- Refuse to tolerate non-compliance with fair housing law.
