

*A guide to professional conduct
from the
New York State Real Estate Board*



Always

- obey all applicable federal, state and municipal laws;
- be courteous, ethical and thoroughly professional in all business dealings;
- be aware and respectful of the community's environmental concerns;
- strive to serve your clients' best interests by keeping your personal money distinct from business funds, including funds received in trust for others (i.e., client escrow money);
- negotiate with the property's exclusive agent and strictly observe the terms set by that agent

Never

- make false or misleading statements about competitors, their businesses or business practices;
- disclose confidential information about a client to a third party without the client's informed consent, or use such information for personal advantage;
- accept compensation for a transaction from more than one party without disclosing the payment to all involved parties and obtaining consent of the agent's client;
- discriminate against or deny equal professional services to any person for reasons of race, color, religion, sex, sexual preferences, handicap, familial status or national origin, nor be a party to such discrimination;
- engage in activities that constitute the practice of law unless you are also a licensed member of the bar;
- falsely claim to be an exclusive agent.