



CORE VALUES

OF A REAL COHORT MEMBER

Honesty

- Strive to be open and honest in all situations and relationships.
- Honor your commitments; your word is your reputation.

Integrity

- Avoid conflicts of interest, both personally and professionally.
- Never engage in activities that would prejudice the ethical performance of job responsibilities.
- Refuse any gift, favor, or hospitality that would influence or appear to influence actions.
- Never solicit or accept any personal or family fee, commission, gift, gratuity, discount, or loan for performing job duties or providing services to existing or potential clients. This would not include promotional type items.
- Pursue and promote fair and equitable employment practices.

Objectivity

- Communicate all information fairly and objectively.
- Fully disclose all known information that would be material to a particular management or financial decision.

Competence

- Maintain an appropriate level of professional competence and enhance existing skills through ongoing professional education programs, peer group associations, and self-training.
- Recognize and communicate professional limitations and other constraints that would preclude responsible judgment or successful performance of an activity.
- Ensure that delegated tasks are responsibly assigned and competently performed.

Independence

- Ensure that all personal political activities are separate from your business practice.
- Never make investments that would benefit from inside knowledge of the real estate industry or your clients.
- Exercise prudence and restraint in personal financial affairs, including speculative investment and margin accounts, to avoid debts and other financial obligations which could compromise independence and professional judgment.

Professional Responsibility

- Promote a positive image of the real estate profession to your clients and potential clients and all other affiliated audiences.
- Exercise reasonable diligence in gathering business data and information from internal and external sources and in reporting that information in a manner that facilitates informed decision-making.

Confidentiality

- Never disclose confidential information acquired in the course of employment or networking, whether still employed or a member of the profession, except when legally obligated to do so.
- Ensure that all confidential and proprietary information acquired in the course of duty is used solely for real estate purposes, is not provided to unauthorized persons, and is not used for the purpose of furthering a private interest or making a personal profit.

Service

- Perform business duties in good faith in a manner believed to be in the best interests of the real estate profession.
- Perform duties only within the assigned authority and accomplish them in a timely manner.
- Promote and monitor guidelines for business development and marketing activities to ensure that those activities are appropriate for the industry and confirm with applicable professional guidelines.