Affiliate Member

Code of Conduct

Pacific Southwest Association of REALTORS®

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Introduction

The PSAR Affiliate Member Code of Conduct outlines the core principles and professional expectations for all Affiliate Members. By joining PSAR, Affiliate Members affirm their commitment to upholding the integrity and professionalism of the real estate industry while supporting the Association's objectives.

Membership Criteria

1. Alignment with PSAR Objectives: PSAR membership is contingent upon the compatibility of an applicant's professional activities with the Association's goals. This includes promoting the real estate profession's integrity and professionalism. The Association reserves the right to review an applicant's professional activities to ensure alignment with these objectives.

2. Legal and Ethical Compliance: PSAR adheres to all applicable anti-discrimination and anti-competitive laws.

Affiliate Member Responsibilities

Affiliate Members are expected to conduct themselves professionally and ethically, adhering to the following principles:

Honesty and Truthfulness: All marketing and advertising materials must be truthful, accurate, and not misleading. Claims must be substantiated by factual evidence.

Consumer Privacy: Respect consumer privacy rights and comply with all data protection laws and regulations. Personal information collected through marketing activities must be handled securely and used only for intended purposes.

Transparency: Disclose any material connections, sponsorships, or endorsements in marketing materials. Identify paid promotions to avoid consumer confusion.

Diversity and Inclusivity: Promote content that is respectful and inclusive, avoiding discrimination based on race, ethnicity, gender, sexual orientation, religion, disability, familial status, or national origin.

Responsible Targeting: Exercise caution when targeting marketing campaigns to specific demographics. Avoid exploiting vulnerable groups or engaging in predatory practices.

Compliance with Laws and Regulations: Adhere to all applicable laws, regulations, and industry standards governing marketing practices, including consumer protection laws, advertising codes of conduct, and intellectual property rights.

Protection of Intellectual Property: Respect the intellectual property rights of others. Obtain proper authorization before using copyrighted material, trademarks, or other proprietary content.

Accountability and Integrity: Take responsibility for marketing practices and promptly address any complaints or concerns raised by consumers or regulatory authorities. Uphold integrity and the reputation of your brand.

Environmental Responsibility: Consider the environmental impact of marketing activities and strive to minimize waste, energy consumption, and pollution associated with your campaigns.

Continuous Improvement: Continuously evaluate and improve marketing strategies and practices to enhance effectiveness, transparency, and ethical standards.

Additional Professional Conduct

In addition to the marketing principles above, Affiliate Members are expected to:

Clearly Communicate Agreements: Attempt to put all agreements into written form, if and when applicable, and abide by all written agreements made.

Fair Competition: Avoid making false or misleading statements about competitors, REALTOR® members or other Affiliate Members, their businesses or their business practices.

Professional Conduct

Positive Promotion: Promote their business in a positive and professional manner based on their merits and those of their company.

Truthful Representation: Refrain from exaggeration, misrepresentation, and concealment of pertinent facts. Additionally, avoid making fraudulent, deceptive, or misleading statements in any communications, including social media and marketing materials.

Interaction with Fellow Members: Interact with all affiliate members within the guidelines of this Code of Conduct.

Association Adherence

Comprehensive Compliance: The Affiliate shall adhere to all rules, guidelines, policies, and procedures established by the Association.

Client and Customer Relationships

Respectful Business Practices: The Affiliate shall not undertake activities that compromise or interfere with the contractual business relationship REALTOR® and affiliate members have with their customers and clients.

Conclusion

By adhering to this Code of Conduct, PSAR Affiliate Members contribute to a professional and ethical real estate environment, fostering trust and confidence with consumers and fellow members.

Additional Board Policy #48 | Violations of the Affiliate Code of Conduct

1. Code of Conduct Violations: Affiliate Members violating the Affiliate Code of Conduct are subject to disciplinary action. Violations include conduct that adversely affects the real estate industry or is inconsistent with the objectives of PSAR.

2. Disciplinary Actions: Possible actions include reprimand, probation, suspension, legal action or expulsion, depending on the severity of the violation.

3. Investigation and Hearing: Complaints will be investigated by the Board of Directors. If evidence supports the violation, the Affiliate Member will be notified and given a chance to respond. A hearing will be held following PSAR procedures.

4. Decision and Appeal: The Board of Directors will make the final decision on the disciplinary action. The Affiliate Member may appeal the decision within 30 days.

5. Implementation: Disciplinary actions are effective immediately after the Board's decision. Expelled members may reapply for membership after one year, subject to Board approval.

6. Confidentiality: All proceedings and records related to violations are confidential and disclosed only as required by law or with the Affiliate Member's consent.