

NATIONAL ASSOCIATION OF REALTORS®
Code of Ethics Video Series

From *Professionalism in Real Estate Practice* – Article 10

(A narrative explanation of Article 10 with synthesis of related Standards of Practice and Case Interpretations)

Article 10

REALTORS® shall not deny equal professional services to any person for reasons of race, color, religion, sex, handicap, familial status, or national origin. REALTORS® shall not be parties to any plan or agreement to discriminate against a person or persons on the basis of race, color, religion, sex, handicap, familial status, or national origin.

REALTORS®, in their real estate employment practices, shall not discriminate against any person or persons on the basis of race, color, religion, sex, handicap, familial status or national origin.

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The law prohibits discrimination in housing on the basis of race, color, religion, sex, handicap, familial status, or national origin.

Article 10 illustrates the REALTOR®'s commitment to fair housing. A charge alleging that a REALTOR® has violated a fair housing law may also form the basis of a charge alleging a violation of Article 10.

The REALTOR® can have nothing to do with any plan or agreement to discriminate on the basis of race, color, religion, sex, handicap, familial status, or national origin with respect to any real estate transaction.

To ensure strict compliance with fair housing laws, Boards of REALTORS® are authorized to require training in fair housing as a condition of continued membership and REALTORS® are encouraged to establish ongoing equal opportunity educational training programs for individuals in their firms.

Article 10 also calls on REALTORS® to refrain from discrimination in selecting and retaining employees and independent contractors who provide real estate-related services, and the administrative and clerical staff who support them.

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When involved in the sale or lease of a residence, do not volunteer information on the racial, religious, or ethnic composition of any neighborhood and do not engage in any activity which may result in panic selling; however, you may provide other demographic information. (Refer to Standard of Practice 10-1)

When not involved in the sale or lease of a residence, you may provide demographic information related to a property, transaction, or professional assignment to a party if the demographic information is needed to assist with or complete, in a manner consistent with Article 10, a real estate transaction or professional assignment and is obtained or derived from a recognized, reliable, independent, and impartial source. Disclose in reasonable detail the source of the information and any additions, deletions, modifications, interpretations, or other changes. (Refer to Standard of Practice 10-2)

When selling or renting any property, do not convey any preference, limitations, or discrimination based on race, color, religion, sex, handicap, familial status, or national origin. (Refer to Standard of Practice 10-3)

Offer equal professional services to every client and customer regardless of their race, color, religion, sex, handicap, familial status, or national origin. (Refer to Case Interpretations #10-1 and #10-3)

Educate those affiliated with you to ensure that they provide equal professional service to all. (Refer to Case Interpretation #10-2)

Ensure that advertising campaigns and other marketing strategies cannot be construed as expressing a preference that a potential buyer be of a specific racial or ethnic group. (Refer to Case Interpretations #10-4 and #10-5)