

Professionalism

The following is from the Real Estate Institute of Canada's (REIC's), Professional Standards Handbook:

V. THE IMPORTANCE OF ETHICS AND PROFESSIONAL STANDARDS

One of the most basic defining features of professionals is that they act in such a way that personal gain is never placed above the good of the public.

In the simplest terms, ethics is nothing more than proper behaviour. High ethical standards, however, demand that individuals look beyond self or corporate interest to the interests of others and the society as a whole, not just the avoidance of harm. Integrity, prudence, competence and cooperation are the cornerstones, with full disclosure (of personal interests and limitations on competence) as the most important way in which Members have undertaken to ensure a "level playing field" with informed participants.

Ethics are crucial to a healthy, productive society. They rest on the concept of a shared interest—that we all have a stake and a collective responsibility in establishing a fair and equitable social system. Whenever a position is favoured without regard for the ramifications on society, or self-interest in business overshadows the needs and rights of others, the social contract is violated.

Professional standards, morals and ethics are all linked, though each has its own meaning and application, and all apply to how you conduct yourself as a professional.

The real estate profession includes ethical and statutory standards. A registrant cannot avoid or work around these standards. Rather, a registrant must act responsibly and be accountable in committing yourself, your colleagues, your clients and the public to full compliance of these standards. It is expected that you will execute your decisions and actions as a professional.