

A Message from Your President...



Cindy Cummings
2017 PRESIDENT

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One of the fundamental objectives of the founders of the National Association of Realtors® was a Code of Ethics which would be, “. . . as the ten commandments to the real estate fraternity.” When the first Code was approved in 1913, a body delegate arose to say, “. . . many important things have occurred here today, but none so important as the action we have just taken.” And thus the Code was born, and it has served since 1913 as a “golden thread” binding Realtors® together in a common, continuing quest for professionalism through the ethical obligations premised upon moral integrity and competent service to clients and customers, and dedication to the public interest and welfare.

The Code has been amended many times to reflect changes in the real estate marketplace, the needs of property owners, and the perceptions and values of society, but its demand for high standards of professional conduct protecting the interests of clients and customers, and safeguarding the rights of consumers of real estate services has not and will never change.

The 17 Articles of the Code establish standards of conduct which the Realtor® *must satisfy*. These Articles govern the Realtors® conduct in everyday business dealings with clients, customers, and other Realtors®. Failure to observe these standards can result in disciplinary action. If it's been a while since you last reviewed the Code of Ethics... There's no better time than now!

RPAC FUNDRAISING UPDATE

Each year, RPAC Fundraising goals are issued to us from the Utah & National Association of Realtors®. If met, our Association is awarded the *President's Cup*. The President Cup recognizes the hard work Cache-Rich leaders and staff perform to advance the Realtor® Party. It's not just about the dollars raised...

RPAC Dollars Raised

- \$23,000 – GOAL
- \$20,654 – CRAR YTD

Major Investors (\$1000 min.)

- 4 – GOAL
- 8 – CRAR YTD

Participation

- 35% - GOAL
- 22% - CRAR YTD Total

Mobile Subscribers

- 110 – GOAL
- 112 – CRAR YTD

Call for Action Response

- 20% – GOAL
- N/A (None to Date)



Don't get left out!

Every investment in RPAC makes a difference. Invest Today!



CALENDAR ITEMS & UPCOMING EVENTS



2017 AFFILIATE PROMOTION EVENT

Friday, September 22

10:00 am to 2:00 pm

Willow Park Baseball Diamonds

All members of the Cache-Rich Association of Realtors® are invited to participate. Lunch will be served to players & spectators.

If you're interested in joining an Affiliate team, please contact the Association Office at (435) 753-1044

Elections Announcement

PRESIDENT ELECT

Jason Holmes, Achievement Realty
Kimberly Phipps, Youngblood Real Estate

DIRECTOR

Dakota Bodily, Dwell Realty Group
Lisa Udy, Platinum Real Estate
David Flandro, Century 21 N&N Realtors®
Kenneth Heare, Youngblood Real Estate
Mary Ann Grover, 1st Choice Realty
Clark Rigby, Cornerstone Real Estate

Elections will take place on August 9, 2017 at the Riverwoods Conference Center during our regularly scheduled business luncheon.

JULY 2017

- 3-4 OFFICE CLOSED
OBSERVANCE OF INDEPENDENCE DAY
- 13 3 HR CE COURSE
BATC
- 19 BOARD OF DIRECTORS MTG
- 24 OFFICE CLOSED
OBSERVANCE OF PIONEER DAY
- 27 4 HR CE COURSE
SPONSORED BY: MOVEMENT MTG

AUGUST 2017

- 9 ELECTIONS BUSINESS MTG
RIVERWOODS CONFERENCE CENTER
- 16 BOARD OF DIRECTORS MTG
- 17 NEW MEMBER ORIENTATION
ASSOCIATION OFFICE
- 17 3 HR CORE CE COURSE
ASSOCIATION OFFICE
- 23 3 HR CE COURSE
SPONSORED BY: UTAH REAL ESTATE

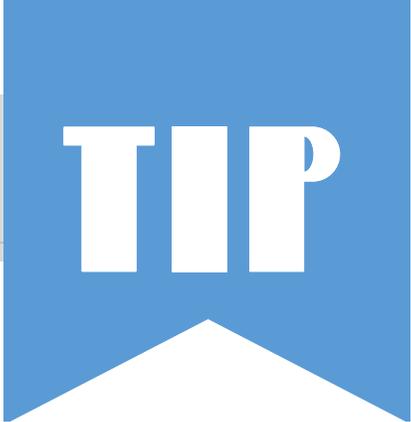
SEPTEMBER 2017

- 4 OFFICE CLOSED
OBSERVANCE OF LABOR DAY
- 6-8 UAR CONVENTION
PARK CITY, UTAH
- 14 3 HR CORE CE
BATC
- 20 BOARD OF DIRECTORS MTG
- 21 WCR BUSINESS MEETING
- 22 AFFILIATE SOFTBALL TOURNY
- 28-29 GRI 600 – 16 HR CE COURSE
ASSOCIATION OFFICE

Calendar Items can be found on our website or in the weekly calendar items email sent out by the Association Office.

professionalism

noun / pro-fes-sion-al-ism: the skill, good judgement, and polite behavior that is expected from a person trained to do a job well.



TIP

Cindy Cummings, President of the CRAR based her theme for the year on raising the level of professionalism in our Association to “5 star” status. I don’t think we could have a better ideal to exercise as agents navigating this challenging market. A couple weeks back, the Association sent an email from the Board of Directors to our members reminding them of their obligation to be and act like professionals at all times. This email encouraged all to refresh our knowledge of the Code and the basic professional courtesies that, as members, we agree to adhere to.

Cache Valley is a great place to be a Realtor® and we have some of the best in the state! But even good agents sometimes make minor mistakes that could land them in a Professional Standards Hearing. Generally, we find these mistakes are often **not** deliberate, but rather unintentional. Whether intentional or not, **education is key** to preventing further behavior or violations. Let me explain:

Deliberate Violation... You may experience a transaction where an agent is knowingly and recklessly violating the Code of Ethics, and even with the help of Brokers, are still unable to find resolve. When this happens, we “having direct personal knowledge of conduct that may violate the Code of Ethics.....will bring such matters to the attention of the appropriate Board of Association of Realtors® (COE Preamble).” It is through the process of a filed complaint and Professional Standards Hearing that the offending Realtor® will be held accountable for their actions, receive punishment fitting the offense, and in most cases, be required to take additional education course specific to the offense. In short, they learn what not to do and why they shouldn’t do it.

Unintentional Violation... More often, we find that violations occur because agents don’t fully understand their duties or limitations. They operate thinking they are looking after the best interest of their client, therefore, it must be ethical. Right? Not always... In this case, proper education and discussion of what went wrong is key to avoiding the situation in the future. This is where effective communication is essential in every transaction.

The National Association of Realtors® reports that 9 out of 10 ethics complaints could have been resolved *without* a hearing had the Realtors® communicated better with each other and with their clients. Dr. John Lund (who deals with interpersonal relationships and communication) once said, “*don’t communicate to be understood; rather, communicate so as not to be misunderstood.*” The success of a real estate transaction can be impacted for better, or for worse, by the way in which we communicate.

If you find yourself in a situation in which you think there are violations of the Code, speak with your broker. You may also contact the Association office to discuss the article in which you think is being violated. If you are on the offending end (knowingly or not), listen to the agent bringing the violation to your attention and consult with your broker. Avoid any confrontation with your peers/clients and seek first to find a resolution.

How do I file and ethics complaint? Instructions for filing a complaint can be found on our website at <http://cacherich.com/professional-standards/>. The Association, both locally and at the state, are here to help. Don’t hesitate to contact us with any questions or concerns.

Emily Merkley

CHARITY PARTNERSHIP UPDATE



We ask that all Realtors® come together and share our good fortune with those experiencing challenging situations. Hunger is a real issue in Cache Valley, and your donations feed hundreds of families each month.

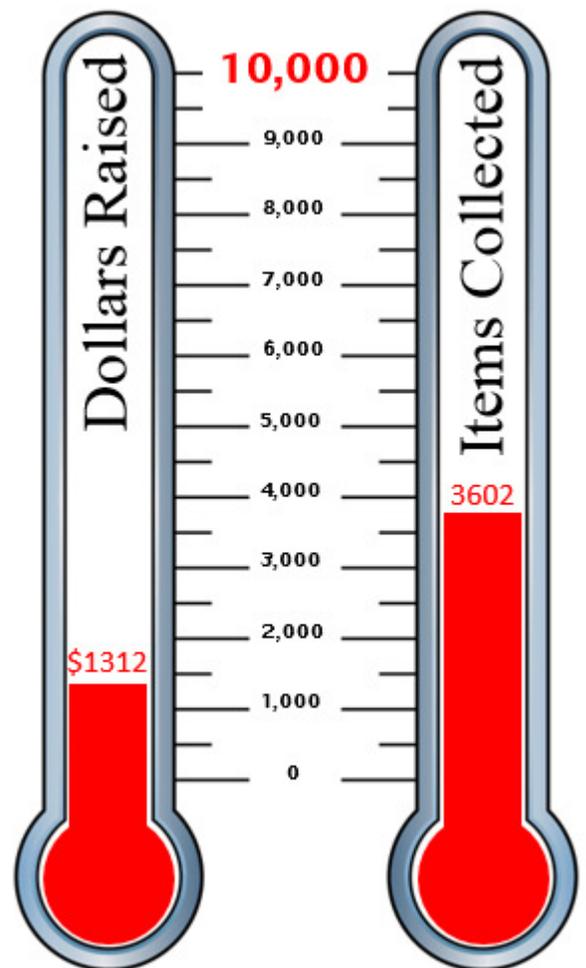
Seasonally, the Food Pantry finds themselves low on certain items that are crucial. The goal of the CRAR is to help bridge the gap between what they have and what they need, both financially and through donations.

The Goal: \$10,000 raised & 10,000 items collected

JULY thru SEPT “Needs” Backpack Program

The Cache Community Food Pantry wants no child to go hungry. The Backpack program sends kids home on the weekends with breakfast, lunch & dinner items. Specifically, items that come individual wrapped:

- Oatmeal
- Peanut Butter Cups
- Fruit Snacks / Applesauce / Fruit Cups
- Chips / Crackers / Cookies
- Granola Bars
- Juice Packs / Shelf Stable Milk
- Cereal
- Mac & Cheese / Top Ramen (individual)
- Pop Tarts
- Fresh – Apples, Bananas, Oranges, Carrots Sticks



Public Fundraising Event

The Consumer Outreach Committee will be conducting a public fundraising event for the Cache Community Food Pantry on Saturday, August 19th. Watch for more details!