

Article 1— Integrity

In the first published Webster Dictionary of 1828, one of the definitions of Integrity read:

*"The entire, unimpaired state of anything, particularly of the mind; moral soundness or purity; incorruptness; uprightness; honesty. Integrity comprehends the whole moral character but has a special reference to uprightness in mutual dealings, **transfers of property**, and agencies for others."*

In other words, our industry was part of the original definition of Integrity. It's incumbent upon POWER AGENTS® to always bring that to our profession.

Integrity is also defined as always keeping your word. If a POWER AGENT® should make a mistake, they will take ownership in the error and quickly do what they can to make amends.

Article 2— Representation

A POWER AGENT® has an obligation to oneself and to the entire POWER AGENT® Membership to represent oneself truthfully, professionally, and in a non-misleading manner. The POWER AGENT® member shall be honest and accurate in presenting qualifications and experience in the member's communication with others.

The POWER AGENT® member understands that all material afforded them, including the POWER AGENT® designation, are for their full and unrestricted use as long as they are a POWER AGENT® Member and will never misrepresent themselves.

Article 3— Professionalism

The POWER AGENT® member shall operate his/her business in a most professional and ethical manner so as neither to offend nor bring discredit themselves, the real estate industry, or one's fellow POWER AGENT® members.

Article 4— Business Practices

The POWER AGENT® member is obligated to maintain a high level of ethical standards and practices in order to assist in protecting the public against fraud or any unfair practice in the real estate profession and shall attempt to eliminate from the profession all practices that could bring discredit to the real estate profession. If we should discover wrong in our industry, a POWER AGENT® will stand up and take whatever action they are able to in order to raise the professionalism of our industry.

Article 5— Respect & Collegiality

The POWER AGENT® member shall maintain a collegial relationship with fellow members that is based on respect, professional courtesy, dignity, and the highest ethical standards. They will subscribe to all marketing best practices and promote themselves with integrity.

Article 6— Confidentiality

The POWER AGENT® member shall maintain and respect the confidentiality of business or personal affairs of clients, agents, and colleagues.

Article 7 – Core Principles

The POWER AGENT® member shall subscribe to the core principles that we coach, not close. That we serve, not sell. This means that in every interaction with both clients and prospects, we put the well-being and best interests of others first. We conduct ourselves from a place of authenticity and character. As POWER AGENT® we get to our Next Level® by serving and helping others to get their Next Level®.