

# REALTOR® Connection

714 S. Scarboro Ave., Lecanto, FL 34461

352-746-7550

www.raccfl.com

## Message from the R.A.C.C. President

# 25th Annual Charity Golf Tournament

## Help REALTORS® help the community

For the last 25 years the Annual REALTORS® Charity Golf Tournament has raised money for Citrus county charities. Local REALTORS® care about the local issues that most impact life in our county, town and neighborhood. Each year the president of REALTORS® Association of Citrus County selects 3 charities to focus the efforts of the REALTORS®. The three charities I had the distinction of choosing for 2018 in January are;

Citrus County Children's Advocacy Center- Jessie's Place, Citrus AID Cancer Foundation and Humanitarians of Florida, Inc.

As of last year, the REALTORS® Association of Citrus County is proud to have raised \$239,245.00 donated back to our community non-profits/charities.



CJ Dixon

This year I would like to personally request the help of the caring Citrus county residents. The golf tournament offers many opportunities to get involved and have fun. You can volunteer, donate, buy advertisement/sponsor or just sign up to play golf. Any one of the charities is

**SAVE THE DATE!**  
Monday, September 24, 2018

Citrus Hills Golf & Country Club

**Proceeds to Benefit:**  
Citrus County Children's Advocacy Center - Jessie's Place  
Citrus AID Cancer Foundation  
Humanitarians of Florida

**Presents the**  
**25th Annual RACC Golf Tournament**

4-Person Best Ball Scramble  
\$70 Fee includes lunch, golf drinks, drawings & more

worthy of support on its own. This is a golden opportunity to help "three birds in one fun day." The tournament will be

held at Citrus Hills Golf and Country Club and features many excellent prizes for golfers. Closest to the pin, longest drive

and best scores win prizes. Buy tickets in the raffle and win prizes or just come out to support the event. Whether you are a "die hard golfer" or just like to chase the beverage cart, a great time will be had by all.

**SAVE THE DATE!** Monday, Sept. 24, 2018, 10:30 a.m. shotgun start. We want to see you there!

To register, donate or for more information, please call the REALTORS® Association of Citrus County at 352-746-7550 today!

*CJ Dixon, 2018 President, REALTORS® Association of Citrus County*

## The REALTORS® Code of Ethics: It's What Sets REALTORS® Apart (Part 2)

The REALTOR® Code of Ethics holds REALTORS® to a higher standard. Not just any person with a real estate license can be a REALTOR®. A licensee must agree to the very strict and strictly enforced REALTOR® Code of Ethics.

### The Preamble of the REALTOR® Code of Ethics sums it up.

*"Under all is the land. Upon its wise utilization and widely allocated ownership depend the survival and growth of free institutions and of our civilization. REALTORS® should recognize that the interests of the nation and its citizens require the highest and best use of the land and the widest distribution of land ownership. They require the creation of adequate housing, the building of functioning cities, the development of productive industries and farms, and the preservation of a healthful environment.*

*Such interests impose obligations beyond those of ordinary commerce. They impose grave social responsibility and a patriotic duty to which REALTORS® should dedicate themselves, and for which they should be diligent in preparing themselves."*

First adopted in 1913, there are 17 articles in the Code of Ethics. Under each article several standards of practice delineate the specific duties and responsibilities expected of a REALTOR®. The full Code of Ethics can be found at [www.nar.realtor](http://www.nar.realtor). Or just ask SIRI to find it. Articles 1-9 outline duties to you, the customer. Articles 10-14 are duties to the Public. Articles 15-17 are the duties of

other REALTORS®.

Last month I outlined Article one and the duties imposed upon REALTORS®. This month I will cover articles 2-9. These articles are shorter but require the REALTOR® to protect and inform clients above what is required by law.

**Article 2:** "REALTORS® shall avoid exaggeration, misrepresentation, or concealment of pertinent facts relating to the property or the transaction. REALTORS® shall not, however, be obligated to discover latent defects in the property, to advise on matters outside the scope of their real estate license, or to disclose facts which are confidential under the scope of agency or non-agency relationships as defined by state law."

This article is perhaps the most important. This clause requires the REALTOR® to paint a true picture to both the buyer and seller. This article provides the foundation on which the public builds trust in the REALTOR® brand. Violations of this article hurt all parties in the industry. A competent ethical REALTOR® will readily divulge the positives and negatives of a property to the best of their ability.

**Article 3:** "REALTORS® shall cooperate with other brokers except when cooperation is not in the client's best interest. The obligation to cooperate does not include the obligation to share commissions, fees, or to otherwise compensate another broker."

The successful purchase and sale of a listed property

depends on cooperation between agents who may never have met before the transaction. Rarely, is there a situation where cooperation is not in the client's best interest. If cooperation is the engine behind a successful sale, the compensation or commission offered to the buyer's side agent is the "gas that runs the engine". REALTORS® are in business and must be profitable to continue to serve their clients needs. The home owner should be very aware of the power of fair compensation to both the listing agent and the amount offered to an agent to show and sell the property. There is no requirement to offer a buyer's side commission. The home owner should discuss and clearly define the amount of compensation to be offered to buyer's agents. Too little compensation can hinder showings and lead to lower sales price.

Articles 4-7 These articles all relate to fully disclosing the relationship and alternative income sources in a transaction. REALTORS® are held to the highest standards of fair play. Fair play requires fully disclosing the relationships, interests and monetary factors to the clients.

**Article 4:** "REALTORS® shall not acquire an interest in or buy or present offers from themselves, any member of their immediate families, their firms or any member thereof, or any entities in which they have any ownership interest, any real property without making their true position known to the owner or the owner's agent

or broker. In selling property they own, or in which they have any interest, REALTORS® shall reveal their ownership or interest in writing to the purchaser or the purchaser's representative."

**Article 5:** "REALTORS® shall not undertake to provide professional services concerning a property or its value where they have a present or contemplated interest unless such interest is specifically disclosed to all affected parties."

**Article 6:** "REALTORS® shall not accept any commission, rebate, or profit on expenditures made for their client, without the client's knowledge and consent."

**Article 7:** "In a transaction, REALTORS® shall not accept compensation from more than one party, even if permitted by law, without disclosure to all parties and the informed consent of the REALTOR®'s client or clients."

**Article 8:** "REALTORS® shall keep in a special account in an appropriate financial institution, separated from their own funds, monies coming into their possession in trust for other persons, such as escrows, trust funds, clients' monies, and other like items."

Article 8 requires that the REALTOR® account clearly and keep separated the funds. Trust and clarity involves transparency in handling the money. REALTORS® are obligated through laws and ethics to be totally transparent.

**Article 9:** "REALTORS®, for the protection of all parties, shall assure whenever possible

that all agreements related to real estate transactions including, but not limited to, listing and representation agreements, purchase contracts, and leases are in writing in clear and understandable language expressing the specific terms, conditions, obligations and commitments of the parties. A copy of each agreement shall be furnished to each party to such agreements upon their signing or initialing."

Finally, Article 9 requires the clarity of the written word. I always say, "Good people forget." Having all contracts and agreements in writing avoids many issues. The REALTORS® function is to facilitate a smooth and fair transaction between parties. Only by written and signed contracts can all parties be clear on the expectations of the other party.

As you can see, REALTORS® are held to a very high standard. Utilizing a local knowledgeable, professional REALTOR® provides strong reassurances that your best interests are being cared for. No organization is perfect or free of "bad eggs". Be confident that the REALTOR® Code of Ethics is on your side and there to protect you if you should feel wronged.

The Citrus County REALTORS® Association membership welcomes and encourages the public to report any violations of the REALTOR® Code of Ethics. Only through this process and diligent effort can the sterling reputation and public trust of REALTORS® be maintained.

## 21 New Members Inducted in July



The July General Membership Meeting was held on July 12 and included the induction of 21 new REALTOR® members. The new REALTORS® Association of Citrus County members received a copy of the REALTORS® Pledge, REALTOR® pin and swore an oath listing the objectives, benefits and obligations of the being a REALTOR®. The induction ceremony was conducted Ruth Edwards (R.A.C.C. President-Elect). Congratulations to all the new REALTORS®. The guest speaker was Bruce Register, Citrus County Economic Development Director, who gave an update on "what's happening in Citrus County" from the county development perspective. Everyone enjoyed a great lunch catered by Oysters Restaurant.

## UPCOMING 2018 EVENTS/CLASSES

All events will be held at REALTORS® Association of Citrus County 714 S Scarboro Ave. Lecanto, FL 34464, unless noted otherwise. All events/classes are limited to Licensed Agents &/or Business Partners unless marked Public. For a complete listing, visit [www.raccfl.com](http://www.raccfl.com).

- Aug. 8-9 — Florida Realtors Annual Education Orlando
- Aug. 10-11 — Florida Realtors Governance Orlando
- Aug. 23-24 — 14 Hour CE
- Sept. 11-12 — New Member Orientation
- Sept. 13 — Annual Member Meeting Luncheon & REBar Camp
- Sept. 17 — Safety Class (2Hr. CE) Patricia Sherman
- Sept. 17 — Code Ethic (3 Hr. CE NAR requirement) Patricia Sherman
- Sept. 18 — Code Ethic (3 Hr. CE NAR requirement) Patricia Sherman



Melissa Seney



## R.A.C.C. Business Partner Spotlight for July

Our Business Partner Spotlight for July is on Melissa Seney of Bird Insurance.

Melissa has been a valuable REALTOR® Association of Citrus County Business Partner since 2006. Melissa is often seen attending and sponsoring events as well as serving on the Business Partner Committee (serving as co-chair in 2018).

Melissa Seney started in

the insurance world 19 years ago as a part-time receptionist, working up through the ranks to be a respected insurance representative she is today. She is the account executive at Bird Insurance Group, aka Insurance Center of Dunnellon, working under David Bird and writes insurance all over Florida. She specializes in personal insurance; house, flood, car,

boat, golf cart insurance and so much more. There is always changes in insurance, she makes it a point to keep herself up to date in the ever-changing market which makes her more valuable to each of you. She is an active member of the community and is on the Board of Governors for Leadership Citrus, as well as the Business Partner's for the Citrus County REALTORS® Association.

You can always find her around town volunteering or supporting local businesses.

When asked what being a Business Partner with the association was about, Melissa stated, "being part of the R.A.C.C. means you are part of an extended family and you are treated as such. We all work together in the highly competitive nature of our businesses and yet we all

are part of one team, one vision."

Congratulations, Melissa, we love your participation and involvement in the association.

Melissa can be contacted at the Bird Insurance Group at 352-489-1992 with offices in both Crystal River and Dunnellon.

Visit their website at: <http://www.birdinsurancegroup.com>.