

REAL STANDARDS HANDBOOK



real.
RESIDENTIAL



THE REAL DUTY OF CARE

- Every person deserves honesty. We promise that honesty will be at the core of every communication we have with our clients.
- We promise to elevate our client over any self-interest.
- We promise to advise and educate.
- We promise to treat our clients' home as though it were our own.
- We promise to remain in our clients' lives for anything they need that enhances their joy and convenience in their home.
- We promise that any request from our client will be answered honestly and timely.
- We promise to treat our fellow Broker colleagues inside and outside of Real with care and consideration.
- We promise to be REAL

OUR MANIFESTO

For most of us, a house is our single-greatest financial asset. But a house is more than a structure for shelter and space—it's often also a home, and home is one of the most emotional assets we can own.

The process of buying or selling a home can feel daunting, and it's frequently cloaked in mystery and uncertainty—especially in a competitive market like the Seattle metro. Mortgage interest rates are unstable, properties are scarce, and bidding wars are tense. But even amidst the chaos, it can also be a journey of joy in which you dream of your new life or experience financial opportunity. Most of the time, the difference between a bad experience and a good one is the team supporting you.

Our team is a select, nimble group of experts focused on our local communities and intentional about slow growth so we can provide the best service to our clients. We're on a mission to redefine the duty of care in real estate to mean more than just legal obligation. For us, duty of care is a standard of how you treat people, and it starts with honesty. Honesty means educating you about market conditions (so you can make your best decision) and advocating for you like you're a family member. Honesty means telling you what you need to hear, not just what you want to hear. Honesty means doing everything in our power to make your dreams come true.

Honesty means being real. And we promise to be real with you.

SCARCITY VS. ABUNDANCE

- If you believe the supply of buyers and sellers in need of full-service, professional representation is unlimited, then you are in the right place.
- Your fellow Real Broker's client is also your client. Your listing is also your fellow Broker's listing. The client wins when we remove limitations on their exposure or opportunities.
- Your client may require your assistance in a market that is not your core competency. Your number one priority is to pair them with your colleague who is the authority of that market's subject matter.
- Your work-product reflects on your fellow Real Broker. Do your job for your client and for your colleague. The results will pleasantly surprise you.
- It is ok to say no to a client. In fact, below are the core areas where you are required to say "no":
- When they ask you to sacrifice your ethics or duties for personal gain
- When their home is not a product you believe that you can advocate for.
- When your client asks you to reduce your standards and limits your ability to provide the breadth of full service.

REAL STANDARDS

1. Ethical standards
2. Fiduciary standards
3. Home Seller presentation standards
4. Security and Safety Standards
5. Fair dealing: Every buyer and broker deserves respect and timely response
6. Problem-solving training
7. Transactional endurance
8. Collaboration requirements/expectations
 - Every home should be co-listed unless Seller has expressed otherwise
9. PR and Public Speaking Standards and Expectations
10. Fair treatment to all colleagues
11. Home Buyer education and search process standards
12. Dual-agency protocol and fiduciary responsibility (non-functionary)
13. Proper disclosure of agency, fees, and services provided
14. Closing is Just the Beginning: Standards for service after the sale (Real Concierge)
15. Communications with clients
16. Discretion and Confidentiality
17. Commitment to your community
18. Your personal conduct outside of work processes
19. Educational standards
20. Commission standards based on full-service and good faith
21. Recruitment standards
22. Participation in team meetings and events
23. Respect of personal property
24. Paperwork and transaction organization standards
25. Legal Standards
26. If you don't know the answer, do NOT guess. Receive mentorship, research, verify, and advise.
27. Before you write an offer for a client, you should know every form, the implications of an error on each form, the loopholes commonly used with such forms, and the protocols to take when a form has been altered by either party.

real.
RESIDENTIAL