

MISSION STATEMENT: As a Realtor, I hold these principles as a guide to my every day routine.

- **Loyalty**
- **Obedience**
- **Disclosure**
- **Confidentiality**
- **Reasonable Care and Diligence**
- **Accounting**

Loyalty

One of the most fundamental principles owed to a client. This principle obligates me to act at all times, solely in the best interests of my clients, excluding all other interests, including those of myself.

Obedience

I am obligated to promptly and efficiently obey all lawful instructions of my clients that conform to the purpose of our agency relationship. *I will not obey unlawful instructions.*

Disclosure

I must disclose to my clients all known relevant and material information that pertains to the scope of the agency. That duty includes any facts affecting the value or desirability of the property, as well as any other relevant information pertaining to the transaction.

Confidentiality

I am obligated to safeguard my client's lawful confidences and secrets. Therefore I will keep confidential any information that may weaken my clients' bargaining position. *I will not withhold known material facts about the condition of the seller's property from the buyer, or misrepresent the property's condition.*

Reasonable Care and Diligence

I will use reasonable care and diligence when pursuing my clients' affairs. By reason of my license, I have the skill and expertise in real estate matters superior to that of the average person.

As an agent who represents others in their real estate dealings, I am under a duty to use superior skill and knowledge while pursuing my clients' affairs.

Accounting

I am obligated to account for all money or property that belongs to my clients entrusted to me. I will safeguard any money, deeds, or other documents entrusted to me relative to my clients' transactions of affairs.

I commit to total honesty in everything that I say and do. I will act with total integrity in that my word is my bond and that will never need to be questioned. I will have total commitment to excellence putting my clients' needs before all else while adhering to the " **GOLDEN RULE** ".

Ron Clark, Associate Broker
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