



CODE OF CONDUCT

Established by the REEA Board of Directors June 2022

Table of Contents

REEA’s Mission	2
REEA’s Ethical Principles And Core Values:	2
Equal Opportunity	3
Harassment	3
External Communication On Behalf Of The Organization	3
Decision Making	3
Reporting/Speaking Up	4
Competition, Fair Dealings And Antitrust	4
Bribery And Facilitation Payments	4
Gifts And Entertainment	4
Charitable Contributions	5
Protection And Proper Use Of Company Assets	5
Money Laundering	5
Health And Safety	5
Information Technology	5
Use of Social Media	6
Corporate Social Responsibility	6
Code Of Conduct	6





REEA Code of Conduct

Real Estate Educators Association: Providing resources and opportunities for professional development to individuals and organizations involved in real estate education.

The Real Estate Educators Association “REEA” is a society of real estate education stakeholders (instructors, trainers, regulators, schools, authors, and many more in the real estate education industry). Our challenge is to continually give our members the latest tools and techniques for effective adult education. Our goal is to make sure REEA members meet and exceed the high standards demanded in real estate’s rapidly changing legal and professional environment.

REEA’S MISSION

The mission of the Real Estate Educators Association is to provide resources and opportunities for professional development to individuals and organizations involved in Real Estate Education.

The members of the Real Estate Educators Association come from all facets of the industry: Colleges and Universities, Proprietary Schools, Corporate Trainers, Independent Speakers/Trainers, Legal Scholars, Best-Selling Authors, Technology Innovators, and thousands of classroom Educators who work directly with students every day.

REEA is dedicated to delivery of high-quality sales associates to the national’s real estate brokers, regulators, and ultimately, to consumers. We strive to give our members the latest tools and techniques for effective adult education to meet and exceed the high standards demanded in real estate’s rapidly changing legal and professional environment.

REEA’S ETHICAL PRINCIPLES AND CORE VALUES:

We are responsible for adding value to REEA and contributing to the ethical success of this organization. We accept professional responsibility for our individual decisions and actions. We are also advocates for REEA by engaging in activities that enhance its credibility and value through the following qualities.

- *Honesty – The quality of truthfulness*
- *Integrity – The quality of reliance*
- *Trustworthiness – The quality of dependability*
- *Respect for others – The quality of regard*
- *Accountability – The quality of responsibility*
- *Responsibility – The quality of accountability*
- *Empathy – The quality of understanding*
- *Teamwork – The quality of collaboration*
- *Commitment – The quality of dedication*





REEA Code of Conduct

EQUAL OPPORTUNITY

The company will not tolerate discrimination based on race, color, religion, gender, age, national origin, sexual orientation, marital status, disability, or any other protected class.

HARASSMENT

Treat all fellow members, business partners and other stakeholders with dignity and respect at all times. Any type of harassment, including physical, sexual, verbal, or other, is prohibited and can result in disciplinary action up to, and including, termination. Harassment can include actions, language, written words, or objects that create an intimidating or hostile environment, such as but not limited to:

- Yelling at or humiliating someone
- Physical violence or intimidation
- Unwanted sexual advances, invitations, or comments
- Visual displays such as derogatory or sexually oriented pictures or gestures
- Physical conduct including assault or unwanted touching
- Threats or demands to submit to sexual requests as a condition of employment or to avoid negative consequences
- Spreading malicious rumor or gossip
- Excluding or isolating someone socially
- Establishing impossible deliverables
- Withholding necessary information or purposefully giving the wrong information
- Intimidating someone
- Sending offensive jokes or emails
- Criticizing or belittling someone constantly
- Tampering with a person's personal belongings or work equipment

EXTERNAL COMMUNICATION ON BEHALF OF THE ORGANIZATION

Only the President and/or Executive Director, unless approved by the President, should be talking with anyone outside of the organization, requesting information or interviews regarding the organization. Members are required to provide such requests to the President and/or Executive Director.

DECISION MAKING

When deciding, ask yourself the following questions:

- Is it legal?
- Does it comply with the code of conduct?
- Does it reflect our organizational values and ethics?
- Does it respect the rights of others?

If you are unsure about any of the answers, ask.





REEA Code of Conduct

REPORTING/SPEAKING UP

REEA encourages all members to ask questions and raise issues without fear of retaliation and is committed to treating reports seriously and investigating them thoroughly. Members must report suspected unethical, illegal, or suspicious behavior immediately. REEA does not tolerate retaliation against anyone who makes a good faith report of suspected misconduct or otherwise assists with an investigation or audit. To report a concern: send notice to the Executive Director to be discussed at the next Board of Directors meeting, in accordance with REEA's Whistleblower Policy.

COMPETITION, FAIR DEALINGS AND ANTITRUST

While the organization competes aggressively for new business, relationships with business partners, vendors, etc. are built upon trust and mutual benefits and compliant with competition/antitrust laws.

Members are required to:

- Communicate REEA's products and services in a manner that is fair and accurate, and that discloses all relevant information
- Familiarize themselves with the organizations fair competition policies and remain aware of the consequences of any violation of policies or laws governing fair competition
- Contact REEA Headquarters before engaging in any new practice that may affect fair competition
- Refrain from bid rigging, and any other anti-competitive activities
- Use only publicly available information to understand business, customers, competitors, business partners, technology trends, and regulatory proposals and developments
- Advise REEA Headquarters immediately of possible violations of fair competition practices

BRIBERY AND FACILITATION PAYMENTS

REEA will not attempt to influence the judgment or behavior of a person in a position of trust by paying a bribe or kickback. This applies to persons in government and in private business. The organization does not permit facilitation (or "grease") payments to government officials or private business to secure or speed up routine actions.

GIFTS AND ENTERTAINMENT

While gifts and entertainment among business associates can be appropriate ways to strengthen ties and build goodwill, they also have the potential to create the perception that business decisions are influenced by them. REEA is committed to winning business only on the merits of its products, services, and people and complies with all legal requirements for giving and receiving gifts and entertainment. All giving and receiving gifts and entertainment must comply with all legal requirements.

Leadership may accept occasional unsolicited personal gifts of nominal value such as promotional items and may provide the same to customers and business partners. When in doubt, check with REEA Headquarters and/or the REEA Board of Directors before giving or receiving anything of value.





REEA Code of Conduct

CHARITABLE CONTRIBUTIONS

REEA may make charitable contributions to causes and organizations that are not politically affiliated based on a vote of the Board of Directors.

PROTECTION AND PROPER USE OF COMPANY ASSETS

REEA requires all members to protect its assets. All assets should be used for legitimate purposes, efficiently, and for the organization business only. Assets include business operations, equipment, computers and information systems, telephones, confidential and proprietary information, corporate opportunities, and organization funds. Suspected incidents of fraud, theft, negligence, and waste should be reported to the Executive Director.

MONEY LAUNDERING

REEA complies with anti-money laundering laws. Money laundering is the process of concealing illicit funds by moving them through legitimate businesses to hide their criminal origin.

Members must never knowingly facilitate money laundering or terrorist financing and must take steps to prevent inadvertent use of the organization's business activities for these purposes. Members are required to immediately report any unusual or suspicious activities or transactions such as:

- Attempted payments in cash or from an unusual financing source
- Arrangements that involve the transfer of funds to or from countries or entities not related to the transaction or customer
- Unusually complex deals that don't reflect a real business purpose
- Attempts to evade record-keeping or reporting requirements

HEALTH AND SAFETY

REEA conducts business in accordance with applicable health and safety requirements and strives for continuous improvement in its health and safety policies and procedures. All Members are expected to perform their work in compliance with applicable health and safety laws, regulations, policies, and procedures and always apply safe business practices in all event locations. Applicable safety and health requirements must be communicated to visitors, customers, or contractors at any company event. Members are required to immediately report to the Executive Director any injuries, illnesses, or unsafe conditions, including "near-misses."

INFORMATION TECHNOLOGY

REEA expects its Members to help it safeguard all computer equipment and data against intentional malicious acts by individuals inside or outside the company. The organization safeguards against inappropriate access and does not use software for which it does not have a license.





REEA Code of Conduct

USE OF SOCIAL MEDIA

When communicating on social media, Members are responsible for complying with the organization's policies and procedures listed on the REEA Members Only Facebook group page and/or any social media sites owned by REEA. Members are accountable for any information they publish online.

Members are required to:

- Reveal their relationship with the company when commenting online on issues related to the company
- Respect the privacy of other members and refrain from publishing photos of them without their consent
- Ensure any information they post related to the organization is accurate
- Comply with the rules of the social media sites they use

Members must not:

- “Pretext”, or pretend to be someone they are not online
- Speak on behalf of the organization if they are not expressly authorized to do so
- Share confidential information about the organization, its clients, stakeholders, or suppliers
- Post comments or pictures that could harm the company’s brand, reputation, or commercial interests
- All posts are monitored on a regular basis by REEA Headquarters

CORPORATE SOCIAL RESPONSIBILITY

REEA understands that corporate social responsibility extends to our entire stakeholders. This encompasses not only the products and services supplied but also the human rights, ethics, and social practices of our organization. One goal of REEA social responsibility is to build partnerships with like-minded organizations by actively seeking out business partners who are the most environmentally and workforce friendly.

CODE OF CONDUCT

By certifying to the company code of conduct, you acknowledge that:

- You have read the entire code of conduct and understand your responsibilities related to it.
- You have had the opportunity to ask questions to clarify any unclear aspects of the code.
- You agree to abide by its principles.
- You agree to report to the company any violations of the code.
- You agree to cooperate in any investigations of violations of the code.

Dated this _____ Day of _____, 20____ by: REEA Gold Standard Leader “GSL”

Printed Name

REEA GSL Signature

Real Estate Educators Association



REEA GSL CODE OF CONDUCT

Established by the REEA Board of Directors June 2022

7739 E. Broadway, #337 Tucson, AZ 85710 | 520-609-2380 | REEA.org