



POLICY AND PROCEDURES

VISION STATEMENT

Realtors . . . and then some!! We strive to be the best full-service Real Estate brokerage by providing the most professional, information, loyal and dedicated service in our industry. We aim to enhance our quality of life through active community involvement. The best interests of our client will always come first and we will place the clients' concerns ahead of our own in each and every transaction, as we are dedicated to the development of long-term client relationship!

We make the buying and selling real estate as cost effective as possible while maintaining the highest level of service. We provide accurate and up-to-date information, skilled analysis and sound real estate advice while continually to explore new ideas and technology. We are a creative, innovative and people-oriented organization providing individual opportunity, personal satisfaction and rewarding challenges to members of the firm.

INTRODUCTION

Our firm has a strong belief that our clients and customers can be best served if we set out in writing our philosophy of doing business, our company policies which will mirror our philosophy, and the procedures to be used in carrying out those policies.

This manual is a guideline and at times there will be procedures that will need to be determined by management's decision, guided by philosophies of fairness, integrity, and good communication.

This is a living document, and we will add to it and change it when appropriate. We hope that you will become well acquainted with it, and refer to it often.



WHAT YOU EXPECT FROM US

WHAT WE EXPECT FROM YOU.

Utah Key Real Estate is a company built upon trust and integrity. We know that a company doesn't have to be the biggest to be the best.

You can expect the following:

- Fairness
- Unbiased
- Non-favoritism
- Full Disclosure
- Solid Support
- Efficient Office Equipments
- Professional, Personal and Pleasant Working Facilities.
- Ethical Business Conduct
- Up-to-date technology
- Continued Education Environment
- Aggressiveness in market share.

With a team concept, Utah Key Real Estate will be an industry leader of excellence and professionalism. Your diligence and support will be key to growing our office as well as exceeding your growth potential.

As a brokerage, our goals are very high. Our expectation is to have properly trained, highly motivated and goal-oriented Realtors and staff with high ethical standards.

Utah Key Real Estate associates are committed to improve our growing team. Each associate understands that everyone has responsibilities to help the company exceed our expectations.



OUR COMPANY PHILOSOPHY

Our company is an equal opportunity employer. We do not discriminate in our hiring practices of personnel or in our relationships with associates from other firms because of race, color, creed, national origin, age, sex, handicap conditions, or familial status.

The following philosophy reflects our business attitude.

Integrity

No other single attribute of a person or business can have such an impact on our success or failure. We believe that every action must be taken with truth and honesty. If we must ask ourselves if it is all right to do something - it probably is not. Honesty in every action, truth in every word. We expect honesty from our employees and our Associates.

Service

Our clients and customers have a right to expect outstanding service. We are not paid for our time, but for the service we provide. If we expect to be well paid, we must provide the highest level of service possible. We expect our employees and our Associates to provide excellent service.

Professional Competence

We should never undertake an assignment for a client or customer unless we have the training and experience to do the job. We believe in continuing education, for only by learning better ways to provide service can we enhance our knowledge and maintain our reputation. We expect our employees and Associates to continue developing their skills.

Accountability

Sometimes even the most competent professionals make mistakes. We understand this fact. Our clients and customers must be happy with the transaction, or we will not get repeat business. If we make a mistake, we must be willing to stand accountable, and to



make it right with the customer. We expect our Associates to be accountable for mistakes if a client's expectation is damaged.

Cooperation

An organization can be great when all members are working together as a team: Helping one another when possible, going out of our way to cooperate with each other. We expect cooperation from our employees and associates.

Professional Ethics

The Code of Ethics of the National Association of Realtors is a guide for our daily business operations. The laws of this state are clear regarding our obligations to our clients and customers. Our employees and associates must observe the law, and abide by the Code of Ethics.

This is our business philosophy. We place a high priority on these ethics. We do not deviate from the principles under any circumstances and we expect the same of all Associates.

Professional and Personal Goals

The key to a successful and long career in Real Estate is setting goals for your business and personal life. You have not only your Broker but your Career and Lifestyle Ambassador to help you with goal setting while balancing personal with business.

Office Culture

At Utah Key we emulate through our conduct and attire our professionalism and the culture that we want within the company and the industry. We will dress professionally adapting to our clients comfort level, while maintaining professional conduct/language with all parties involved in our business. When making promises under promise and over deliver.



Education

The key to staying knowledgeable in an ever changing industry you need to continually be learning. When you are knowledgeable you can gain the trust of your clients and grow your business. For a list of Training programs we offer check out the agent resource center. There are also other classes held by Salt Lake Board, NAR, and the Affiliates.

Internal Communication

You can find updates, events, classes through our Facebook page, agent resource center, and emails. If you have any questions you are welcome to contact the Broker or Career and Lifestyle Ambassador. We suggest that you check these avenues of information regularly.

Business Cards

You are welcome to have a custom made card or you can use a template. The company contact information for the templates are on the agent resource center. If you would like to make a custom card the company approved logos are on the agent resource center. Changing the approved logos in any way(color, font, etc) requires Broker approval.

Access to the Building and Office

The office will be open Monday-Friday 9AM-5 PM unless it is a Banking Holiday. You can purchase an access card for after hour use. Realtors are welcome to use any of the open desk space and conference rooms on a first come first serve basis. Conference rooms: reservations for use are given priority and then Realtors with clients.

If you feel there is a shortage of something you need, talk to the management.

Alcohol Use and Smoking

Smoking is prohibited in the building. If you choose to smoke is must be done outside away from all the exits and entrances. Alcohol use is not prohibited inside or outside the building.



Advertising

All advertising must meet the regulations through the NAR, State and Local Board: Brokerage Logo must 50% the font size of the Agent Name. Any real estate related ads need to clearly show that a licensed Realtor is involved in the transaction/marketing.

Personal or Relative Transactions

In the event that the Realtor is the Buyer or Seller in the transaction disclosure needs to be made to the other parties involved. This includes if the Realtor has any percentage of ownership in a corporation involved in the Transaction. If the Realtor is representing a relative in the purchase or sell of Real Estate there needs to be disclosure to other parties involved in the transaction. If there is any personal interest or relative representation transactions Realtor is also no able to be limited agency on the transaction. All disclosures must be in writing.

Association of Realtors

It is our belief that a strong Association of Realtors is essential to our profession. We encourage our Realtors to become involved in Board activities and committee opportunities.

Secretary

The office secretary and receptionist are a vital part to this brokerage. They will assist an associate as much as possible, however, they should not be expected to do work for the associate. Remember, their job is to insure the smooth and efficient administration of the business, not to cater to the wishes of the associates.

Telephone

Our telephone is available in the lobby, Broker and Career and Lifestyle Ambassadors Offices. They are to handle inbound calls and brokerage issues. If we receive an inbound call for our Realtors the call will be transferred to their cell phones.



Signs- Lockboxes

Each associate is responsible for his/her own personal signs and supra boxes on listings. It is highly recommended that all listings have a Supra box for your Error and Omissions to cover your liability. No sign or lock box can be installed on any property, including owner/agent property, until a completed listing is signed. Company Supra boxes are available for rent. At the point you want to rent a box you will need to fill out the appropriate form.

Errors and Omission Insurance

The Errors and Omissions Insurance Carrier shall be chosen at Broker's discretion. Associate shall immediately notify Broker of any circumstances likely to give rise to any kind of claim against the associate and/or broker.

Forms

It is key to use only Utah Key, UAR and NAR approved forms.

Broker & Career and Lifestyle Ambassador

The key to success is getting the assistance you need when you need it. We strive to be accessible when you need and help you through the problems that arise. To provide you with the knowledge and training to personally handle situations that arise through transactions.

Associate Signature

Date