

Technology & the Law & the Code of Ethics Course Description

With the increased susceptibility in the real estate industry to Cybercrimes, and wire fraud and the stance that the National Association of REALTORS® takes on this, it is critical that students learn the best methods and set a new standard of practice when caring for their clients' sensitive information that is revealed in a real estate transaction.

With the increased activity, communications, and sharing that occur on the internet and through social media, REALTORS® must educate their clients on safety precautions.

In this course, we will review several federal and state laws as well as the National Association of REALTORS policies that relate to the use of technology, storing data, consumer, privacy, marketing, display and disclosure, copyright, trademark, the code of ethics, fair housing, ADA compliance, and more to ensure each attendee runs their business compliantly and protects the best interests of their clientele.

Direct Learning Objectives / In this session, you will learn how to:

1. Identify how the real estate industry has many laws and policies that must be followed
2. Recognize federal and state laws related to marketing your business
3. Identify state marketing laws that require proper display and disclosures in your marketing and communications
4. Recognize federal copyright & trademark laws and how they relate to marketing your business
5. Recognize federal and state laws related to collecting and storing consumer data (especially PII) in your business
6. Identify data privacy laws with listening/recording devices to consumers and how that affects your ability to show properties
7. List steps needed and/or options available to ensure a website is ADA-compliant
8. Recognize how the code of ethics and federal laws require to ensure fair housing & ADA compliance are being met in your business
9. Identify how Article 1-9 of the Standards of Practice in the Code of Ethics affects your business in relation to technology
10. Identify how Article 9-1 of the Standards of Practice in the Code of Ethics affects your business in relation to technology
11. Identify how Article 12 of the Standards of Practice in the Code of Ethics affects your business in relation to technology
12. Identify how Article 15 of the Standards of Practice in the Code of Ethics affects your business in relation to technology