



WESTERN UPSTATE
ASSOCIATION OF REALTORS®

Spartanburg
Association of
& REALTORS®

NEW MEMBER ORIENTATION

About Your South Carolina Association

Your dues also cover membership in your State Association and entitles you to all the benefits of state membership. With a full-time legal staff and lobbyists, the State Association stands ready to represent you in the State legislature and to provide services outside the scope of the local association.

Learn more about benefits of membership in South Carolina REALTORS® by visiting their website at www.screaltors.org.

About Your National Association . . .

The National Association of REALTORS® (NAR) was formed May 12, 1908, at a meeting of 120 real estate agents from across the United States.

Nineteen boards from 13 states and one state group were represented at that meeting.

Invitations were sent to all 45 real estate groups known to exist at that time.

The dues were \$1 a year and the membership fee was \$50.

The first president of the newly formed group was William W. Hannan of Detroit.

A vital part of the association is its code of ethics, which was first adopted in 1913 and has since been amended many times.

The term REALTOR®, created by Charles M. Chadbourn of Minneapolis, was adopted for use by members in 1916. It is a service mark registered with the US Patent and Trademark Office.

In 1969, the REALTOR® Political Action Committee (RPAC) was founded.

In 1974, NAR became the largest trade association in the country.

The association has had many homes. In November 1976, the association completed its move to its headquarters at 430 North Michigan Avenue. The Association bought the 10-story building for about \$6.5 million on Dec. 15, 1975.

Approximately 450 association employees work in the building, while 50 others are housed in the Washington, DC, office, located just down the street from Congress.

The association has more than one million members in more than 1,500 local and 50 state associations. It also has members in the District of Columbia, Guam, Puerto Rico, and the US Virgin Islands.

NAR is dedicated to serving its members by providing quality services to help REALTORS® be successful and productive in their businesses. NAR's mission statement is the driving force behind all of its efforts.

Visit www.nar.realtor for more information about member benefits provided by your National Association.

NAR Societies, Institutes and Councils

The National Association of REALTORS® has a variety of affiliated institutes, societies and councils that provide a wide-ranging menu of programs and services that assist members in increasing skills, productivity and knowledge.

CCIM Institute (CCIM)

Institute of Real Estate Management (IREM)

The Counselors of Real Estate (CRE)

Council of Real Estate Brokerage Managers (CRB)

Council of Residential Specialists (CRS)

Real Estate Buyer's Agent Council (REBAC)

REALTORS® Land Institute (RLI)

Society of Industrial and Office REALTORS® (SIOR)

Women's Council of REALTORS® (WCR)

REALTOR® Family Designation Programs

Designations acknowledging experience and expertise in various real estate sectors are awarded by each affiliated group upon completion of required courses. In addition, NAR offers certification programs to its members.



ABR, Accredited Buyer Representative



ABRM, Accredited Buyer Representative Manager



ALC, Accredited Land Consultant



CCIM, Certified Commercial Investment Member®



CIPS, Certified International Property Specialist



CPM, CERTIFIED PROPERTY MANAGER®



CRB, Certified Real Estate Brokerage Manager



CRS®, Certified Residential Specialist®



CRE, Counselor of Real Estate



GAA, General Accredited Appraiser



GRI Graduate REALTOR Institute



PMN, Performance Management Network



Residential Accredited Appraiser



SIOR, Society of Industrial and Office REALTORS®

Certification Programs



At Home with Diversity Certification



REALTOR e-PRO®



REPAsm, Real Estate Professional Assistantsm

Home Sweet Second Home Specialist

Green Real Estate Specialist

Seniors Real Estate Specialist

Short Sale and Foreclosure Resource

Certified Pricing Specialist

Seller Representative Specialist

Military Relocation Specialist

Real Estate Investor Specialist

Important Addresses & Phone Numbers

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600 McGee Road
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Phone: (864) 224-7941 Fax: (864) 224-7942

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Web site: www.westernupstatemls.com

State & National Addresses

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P.O. Box 21827
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Fax: (803) 798-6650
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National Association of REALTORS® Inc.
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Web site: www.nar.realtor

South Carolina Real Estate Commission, LLR
P.O. Box 11847
Columbia, SC 29211-1847
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Web site: www.llr.sc.gov/re

NAR.REALTOR

Member center

Member benefits

Safety

Store

Magazine

Insurance marketplace

Events

Realtor.com

Profile

Ratings

Hub.newmember

Houselogic.com

Realtor Content Resources

Narrpr.com

REALTOR® Mark

REALTOR® is a registered collective membership mark which may be used only by real estate professionals who are members of the National Association of REALTORS® and subscribe to its strict code of ethics.

The National Association is the proud owner of numerous marks, including REALTOR®; REALTOR-ASSOCIATE®; and the REALTOR® logo.

The REALTOR® logo consists of an “R” set in Futura black typeface on a contrasting rectangular background to form a “block ‘R’” under which the term REALTOR® is centered:



The proper use of the REALTOR® term includes:

- Always use all capital letters – REALTOR®
- Do not alter the REALTOR® logo
- Use the registration symbol “®”
- Always use punctuation between REALTOR® and the member or member’s firm name
- Never use the terms REALTOR® interchangeably with the term “real estate broker,” or a like term, or in any manner which suggests that a person who deals in real estate is a REALTOR® without regard to his or her membership in the National Association of REALTORS®.

RPAC

The RPAC is a voluntary, nonprofit group. Membership consists of REALTORS®, affiliate members, and others interested in the real estate industry and protecting it against unnecessary legislation. RPAC provides the real estate industry the legislative representation necessary to protect it and private property rights. Given the ever-changing political climate, it makes sense for you to support candidates who share your views on real estate issues.

"If real estate is your profession, then politics is your business."

Our industry is one that is very easily and frequently regulated. That is why it is so important to join with others in your profession and contribute to RPAC. When we contribute to RPAC, with time and money, we are sending a clear message to our politicians that we care about issues that impact our businesses. Together, we can fight to ensure we are not legislated, litigated or regulated out of business!

America is built on real estate. Pledge your commitment to the industry by contributing to the REALTORS® Political Action Committee today. It is your best investment in real estate.

Grassroots Support

RPAC focuses on its grassroots support because it works. Your letters, faxes, phone calls, and participation in the political process are making the difference in our legislative efforts. Some of our grassroots programs include:

- Calls-to-Action that alert REALTORS® to contact their national or state legislators when a critical vote arises.
- Capitol Conference sponsored by SCR is held yearly to bring together REALTORS® and legislators in Columbia, SC to discuss topics of interest.
- Washington, DC, hill visits held during the NAR Mid-Year Meetings. This event brings REALTORS® from across the nation and our congressional delegation together in Washington, DC, to discuss our industry's concerns on the national agenda. The Mid-Year meetings take place May 13-18, 2019

REALTOR® Safety

1. Keep a charged cell phone with you at all times. Tell someone at your office you will call every hour, and then do it like clockwork so that person will know right away if something is wrong. Be prepared to use coded phrases (such as the yellow folder, the red folder) to seek assistance or prompt a call to 911.
2. Be careful how you dress. Flashy or expensive jewelry might attract the wrong kind of attention.
3. Do not put your home phone number on your business card. Buy a voice pager or use your cell phone for out-of-office contact.
4. Do not host an open house alone; take along a colleague. Never show property at night or advertise it as vacant.
5. Always take your own car for showings. When you leave your car, lock it.
6. Let potential buyers take the lead when exploring a home, with you following behind. Avoid going into the basement or confined areas with a prospect.
7. Always have prospects meet you at your office the first time. Ask them for identification. If they question you about it, say it is company policy.
8. Find out as much as you can about prospects, such as where they work, what they do, and how much they earn. Ask lots of questions and be a good listener.
9. Know your sales area. Preview the property.
10. Trust your instincts. If you're suspicious, it is better to walk away.

Visit www.nar.realtor/safety for more information on how to stay safe.

Code of Ethics

History and Background of the Code of Ethics

- National Association of REALTORS® formed in 1908.
- No license laws at the time.
- Real estate industry had a history of speculation, exploitation and disorder.
- Code of Ethics was adopted in 1913 to establish a professional standard of conduct.
- Code of Ethics formed the basis for license laws.
- From its inception, the Code of Ethics required arbitration of monetary disputes between REALTORS®.

The Preamble and Structure of the Code of Ethics

Aspirational Concepts of the Preamble of the Code of Ethics

- A. Under all is the land ...
- B. The Golden Rule.
- C. “Widely allocated ownership” and “widest distribution of land ownership.”
- D. Maintain and improve the standards of their calling.
- E. Share with fellow REALTORS® a common responsibility for the integrity and honor of the real estate profession.
- F. Strive to become and remain informed on issues affecting real estate.
- G. Willingly share the fruit of your experience and study with others.
- H. Identify and take steps to eliminate practices which may damage the public or which might discredit or bring dishonor to the real estate profession.

- I. Urge exclusive representation of clients.
- J. Do not attempt to gain any unfair advantage over competitors.
- K. Refrain from making unsolicited comments about other practitioners.
- L. If an opinion is sought about a competitor (or the REALTOR® believes comment is necessary), the opinion should be offered in an objective, professional manner.
- M. The term REALTOR® stands for competency, fairness, high integrity, and moral conduct in business relations.
- N. No inducement of profit and no instruction from clients can justify departure from these ideals.

The Structure of the Code of Ethics

- A. The three major sections
 - Duties to Clients and Customers
 - Duties to the Public
 - Duties to REALTORS®
- B. 17 Articles – broad statements of ethical principles.
- C. 70 + Standards of Practice – support, interpret and amplify the Articles under which they are stated.
- D. Case Interpretations – specific fact situations to which the Articles and/or Standards of Practice are applied.

Enforcement of the Code of Ethics

- A. A Complaint can be filed by anyone against a REALTOR®
- B. The Grievance Committee reviews the complaint to see that it is in its proper form and filed within 180 days. They can send it to Professional Standards Committee or return to Complainant
- C. Professional Standards Committee hears ethics complaint or arbitration request
- D. Professional Standards Committee makes recommendation to Board of Directors

Articles of the Code of Ethics

- Article One:** Clients Come First
- Article Two:** Disclose Property and Transaction Facts
- Article Three:** Cooperation and Compensation
- Article Four:** Disclosure of Personal Interest
- Article Five:** Disclosure of Interest in Purchasing
- Article Six:** Disclosure of Rebates and Affiliations
- Article Seven:** Disclosure of Fees From More Than One Party
- Article Eight:** Trust Fund Accounting
- Article Nine:** All Agreements in Writing
- Article Ten:** Equal Treatment/Fair Housing
- Article Eleven:** Professional Practice
- Article Twelve:** True Picture in Advertising
- Article Thirteen:** Practicing Law Without a License
- Article Fourteen:** Submit to Hearings
- Article Fifteen:** About Your Competitors
- Article Sixteen:** Deals With Exclusive Clients
- Article Seventeen:** Submit to Arbitration

All REALTORS® are required to take at least 2.5 hours of Code of Ethics training every two years. This requirement will be met here today, can be met through live or online classes through our website, or can be met online at www.nar.realtor.

- **Tech Hotline** - The Tech Hotline services REALTORS® providing access to friendly and skillful tech support analysts ready to help troubleshoot problems with a computer or technical device. (877) 573-5607.
- **10K Market Reports** – Monthly market statistics reports provides an analysis of key existing house sales trends in the state.
- **SCR Standard Forms**– 50+ standard forms are available to SCR REALTORS®. These forms are available in pdf format on the SCR website, and available on ZipForm®, Dot-Loop and DocuSign.

zipForm®Plus - NAR's official real estate forms software provider delivers a management comprehensive transaction platform to every NAR member at no additional charge. NAR's package includes: **zipForm® Plus**, **zipTMS®**, and **zipVault®**. SCR has augmented this tremendous benefit by adding **zipForm® Mobile**, **zipLogix Digital Ink®**, **zipForm-MLSCconnect®** and **Broker Services**.

For more information about SCR benefits, go to www.screaltors.org

National Association of REALTORS®

NAR is the world's largest national trade association with 1.3 Million+ members. As a member they provide many benefits and services to ensure your success in the real estate profession.

- **Advocacy**
- **Events and Networking**
- **Legal and Risk Management**
- **Education**
- **Technology**
- **Benefits and Savings**
- **REALTOR® Brand**

For more information about NAR benefits services and discount products available go to www.nar.realtor



Multiple Listing Service of Spartanburg , Inc.

The MLS is owned by the SAR and serves over 1,200 members in Spartanburg and surrounding counties. The MLS provides the necessary tools to assist members in better serving their clients and customers.

- **Paragon** – Your tool for input, searching, prospecting properties and more. Paragon is a web-based MLS Platform with easy access to over 2,000 active properties and 35,000+ sold properties in Spartanburg Co. and surrounding areas. Paragon offers webinars, training videos and a toll-free helpline.
- **Courthouse Retrieval System** - Accurate and current property info to 30+ counties in SC.
- **FOREWARN** - Members have access to a mobile agent safety app that provides immediate have instant due diligence on prospects. In seconds, with as little information as a phone number or name, members can verify a prospect's identity, criminal records, bankruptcies, address history and property records all in one place.
- **ListHub** - ListHub provides a controlled platform to enable brokers to deliver accurate, MLS-sourced listings to consumers.
- **Homesnap Pro** - Offers accurate, real-time data for agents and brokers within a detailed platform including school attendance zones, property lines, property history, and much more. Free to Spartanburg MLS brokers and agents.
- **GGAR MLS Search Access** – Members have the capability to search properties in GGAR's MLS through the Spartanburg MLS system.
- **Supra LockBox System** - A leading global provider of key management solutions managed through an MLS so real estate agents can efficiently market and show listed homes. Toll free member support available. Members have access to Spartanburg, Greenville, Cherokee, Western Upstate and Greenwood lockboxes. Additional fees apply to lease a key or purchase a lockbox.

Spartanburg
Association of
REALTORS®



Phone: (864) 583-3679
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www.spartanburgrealtors.com

The Spartanburg Association of REALTORS®, Inc. (SAR) established in 1939, provides a "Voice in Real Estate" for its members in Spartanburg County, SC. The Association provides real estate services to its 800+ REALTOR® membership.

SAR Mission Statement

The mission of the Spartanburg Association of REALTORS®, Inc. is to create awareness of the programs and services provided by the local, state and national associations that will help all members succeed, and to demonstrate the highest level of professionalism. The Association will also advocate for REALTOR® values and promote the REALTOR® brand.



SAR Values

- Provide the highest level of real estate expertise and customer service to our members in an accountable and professional manner.
- Be courteous with our members and the public.
- Conduct the business of our members with the highest ethical standards, trust and integrity.
- Be knowledgeable and educated on the issues that impact our members.
- Be proactive and decisive regarding issues that affect homeownership and property rights in our communities.

SAR Vision Statement

To be the trusted source of essential business services with a commitment to ethics, to be the primary contact for real estate issues, to be the proactive advocate for private property rights, to be respected leaders in the community, and to be the primary advisors in the use and transfer of real property in our region.

REALTOR® Advantage

Becoming a licensed real estate agent DOES NOT make you a REALTOR®. A REALTOR® is a professional who adheres to the highest standards of excellence bound by the National Association of REALTORS® Code of Ethics. A REALTOR® is dedicated to providing professionalism and protection of the public. REALTOR® is a registered collective membership mark which may only be used by real estate professionals who are members of the National Association of REALTORS® (NAR).

SAR Benefits and Services

- **Continuing Education** - SAR offers a variety of continuing education classes at the Association office to assist members in meeting their biannual continuing education requirements. Discount pricing for SAR Members who pre-register.

- **Online Continuing Education** - Members have the option of taking continuing education training online or through virtual classes. Registration fees apply.
- **Code of Ethics Training** – Every three years, members are required to complete 2 ½ hours NAR Code of Ethics training. SAR offers new and experienced members Code of Ethics training multiple times a year. Registration fees apply for Code of Ethics classes offering CE credit.
- **Free Education Workshops** - SAR offers a sundry of free educational workshops throughout the year focusing on topics of interest for today's REALTOR®.
- **Networking Opportunities** - Members can establish professional relationships and networking opportunities through SAR events.
 - ◇ Committee Involvement
 - ◇ Quarterly Membership Meetings
 - ◇ Quarterly Broker-in-Charge updates
 - ◇ Annual Charity Golf Tournament
 - ◇ SuperHeroes 5K Fun Run/Walk
 - ◇ Barbecue and Bake Off Bash
 - ◇ Bus Trip to Harrah's at CherokeeAdditional fees may apply for some events.
- **Local Association Website** - The SAR website provides a public and private resource featuring active properties, membership roster, helpful links, important documents and members the ability to register for events and educational offerings.
- **Political Advocacy** - SAR has a Governmental Affairs Director (GAD) to represent our local Association. The GAD monitors local legislation and communicates legislative activity impacting SAR and our REALTORS®. Our GAD also maintains a direct line of communication with the State and National legislative divisions.
- **Member Support** - A full-time professional staff is available for the Association and MLS.

- **Information and Communications** - The Association publishes a weekly update to members by email and online. SAR may also send out emails to update members on pertinent information on issues concerning your profession. The Association also has a facebook page to post upcoming events and photos of past events.
- **Professional Standards & Mediation** - SAR participates in the SCR Statewide Professional Standards program to assist in processing ethics complaints and arbitration requests efficiently. The program provides local associations with impartial and unbiased hearing panels. Mediation is an alternative dispute resolution system to litigation and arbitration. It is assisted compromise in which two parties reach an agreement with help from a trained REALTOR® mediator. All SC REALTOR® standard forms require parties to mediate before disagreements are litigated.

State & National Membership Benefits

Membership in your local association automatically extends your membership to the state association and national association. Members may be required to login to sites before having access to links.

South Carolina REALTORS®

SCR is the largest trade association in South Carolina. The following services and products are available to you as part of your REALTOR® members.

- **Advocacy** - SCR advocates every day on behalf of the state's REALTOR® members and property owners, and is widely considered one of the most effective advocacy organizations in the state.
- **Legal Hotline** - The Legal Hotline gives members direct access to a qualified attorney who can provide information and advice on real estate laws and related matters. **(803) 772-5206**



WESTERN UPSTATE
ASSOCIATION OF REALTORS®

Mission Statement

The mission of the Western Upstate Association of REALTORS® is to deliver to our members beneficial services, education, and opportunities designed to promote member success, a high degree of professionalism, ethical behavior, and community involvement.

It pays to belong. . .

Western Upstate Association of REALTORS® Inc.

Western Upstate Multiple Listing Service of South Carolina Inc.
600 McGee Road
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Web Site Address: www.westernupstatemls.com

(864) 224-7941

Fax: (864) 224-7942

Class Rules

1. Please turn off your cell phones. No text messaging during the program.
2. Restrooms are located in the back hallway.
3. Coffee and water are available in the kitchen. We will provide refreshments throughout the day.
4. Please smoke in the designated area located outside at the back of the building.
5. At the end of the class, you will take the REALTOR® pledge and receive your pin.
6. You should have already received your NRDS identification number. If you have not, please speak to Courtney about this before you leave today.
7. Have fun and let us know if we can assist you in any way.

Congratulations. . .

On your decision to pursue one of the most interesting and challenging careers available today and to affiliate with a group that can help you become a professional in this field.

On behalf of the members of the Western Upstate Association of REALTORS® Inc. and the Western Upstate Multiple Listing Service Inc., it is my pleasure to welcome you to New Member Orientation.

This manual has been prepared especially for this course. Hopefully it will be helpful in preparing you for a successful career in real estate. Please take time to study it carefully and keep it as a future source of reference.

Joining our Association provides you with advantages and services that are not available to non-member licensees. We encourage you to utilize the services of the Western Upstate Association of REALTORS® and those of the Western Upstate Multiple Listing Service. Our objective is to help our members achieve the career goals they desire.

We also encourage you to get involved. Become an active voice in your Association and your industry. What you give of yourself will be returned time and time again.

We look forward to welcoming you into our Association as a new member.

Sincerely,

Peggy Hill

Peggy Hill

President and CEO

Western Upstate Association of REALTORS® Inc.

Western Upstate Multiple Listing Service Inc.

A Brief History

The Western Upstate Association of REALTORS® is a trade association which was chartered in 1946. The Western Upstate Multiple Listing Service was subsequently formed in 1978. Both organizations are comprised of REALTORS® and other professionals in related industries united in purpose and dedicated to providing knowledgeable and ethical real estate services to consumers and fellow REALTORS®.

Our current membership is stable at around 1600 REALTOR® members.

The Objectives of Our Association Are:

- To encourage and foster high ethical standards in our profession.
- To take an active interest in the welfare of the community.
- To develop service as the basis of worthy enterprise.
- To exchange ideas, business methods and transactions with other REALTORS®.
- To oppose harmful legislation and to strive for legislation beneficial to real estate.

Your Obligations Are:

- To attend meetings regularly and do your part when called upon.
- To observe and conduct your business in accordance with the rules and bylaws of this association, the code of ethics of the National Association of REALTORS®, and the real estate license laws of South Carolina.
- To pay your dues promptly.
- To be warmhearted, broad-minded, fair-minded, and to always remember that he/she who serves best profits most.
- To be steadfast in upholding the creed of the REALTORS®, which is the Golden Rule: “Do unto others as you would have others do unto you.”

The Benefits of Membership

Continuing Education – Held locally, these courses help you meet your license renewal requirements. We offer courses throughout the year for our members at a discounted price. We also offer free educational programs throughout the year that focus on topics of interest for today's REALTOR® through our "Thirsty Thursday" track.

Our Director of Education, Dianna Brouters, is a national award-winning instructor and course author.

We have both continuing education and professional development courses available both live and online. We offer non-credit free classes throughout the year to assist agents and brokers in attaining real estate success, focusing on topics such as business planning, marketing and professional development.

Ethics Enforcement, Arbitration, and Mediation and the Ombudsman Program – Open to all members as a method of resolving conflicts. Mediation and the Ombudsman Program are a major tool in resolving disputes and are offered on-site free of charge to members. Ethics enforcement and arbitration is offered to members through our partnership with the State Association.

Forms – As a member of the South Carolina Association of REALTORS®, you have access to forms through Zipforms. They are completely editable and provide you with the most up-to-date base documents and addendums. Digital Ink is also a free service from your State Association.

Local Association Web site – This resource features all our MLS listings, helpful links, important documents, archived communications, course registrations, and more.

Our staff is committed to effectively communicating with the membership. To that end, we provide a weekly online President's message to keep members informed on timely topics and upcoming events.

Multiple Listing Service – This is a separate service with all the necessary tools and training to better serve your clients and customers.

Our MLS is a Web-based system accessible from an Internet-enabled device with access to thousands of active listings in the Western Upstate area. Complete statistical analysis applications are available, allowing access to more than 60,000 sold listings.

We provide property tax information through the Court House Retrieval System.

Listings in our MLS are syndicated and are automatically sent to more than 80 Web sites, including Google, AOL, Yahoo, Zillow and Realtor.com. With a full-time MLS director on staff, your computer issues can be addressed in a timely manner.

Technical assistance on a variety of topics is also provided by the TechHelpline, a member benefit of the South Carolina Association.

Legal and Legislative– The State Association offers a legal hotline for members that answers questions regarding matters REALTORS® face in today's real estate industry.

Our association works hard to provide a strong voice for our members on a local, state and national level. Our members often actively participate in the legislative process and we keep members informed on local issues. Through RPAC, members have a strong voice and are instrumental in the political process. Each year, we provide opportunities to meet with legislators at RPAC functions.

Administrative Support--Our full-time professional staff is available to meet the needs of our members in every way. Throughout the year, we provide broker updates and office policy development assistance to our members. Both our conference room and training room are available to broker members.

Important Addresses & Phone Numbers

Spartanburg Association of REALTORS[®], Inc. and Multiple Listing Service of Spartanburg Inc.

225 North Pine Street
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Phone: (864) 583-3679 Fax: (864) 583-1177

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Association/MLS Staff

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South Carolina REALTOR[®] Association

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National Association of REALTORS[®]

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South Carolina Real Estate Commission, LLR

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Web site: llr.sc.gov/re