



## Accredited Land Consultant (ALC) Code of Conduct

A code of conduct is a set of principles which guide decision making and behavior. The purpose of the code for Accredited Land Consultants (ALC) is to provide guidelines for making ethical choices in the conduct of their work. Professional integrity is the cornerstone of credibility reflecting high principles and standards of practice. The Institute is proud of its ALCs who bring the highest level of integrity to the business of land.

### Preamble

**Accredited Land Consultants (ALCs)** are honorable land professionals who recognize the importance of land to life. **ALCs** share in the responsibility to conduct themselves with high morals following the ***ALC Code of Conduct*** and the ***Code of Ethics of the National Association of REALTORS®***.

### ALC Code of Conduct

1. Protect and promote the best interest of clients
2. Display high moral and professional standards
3. Avoid exaggeration and misrepresentation of relevant facts
4. Treat all with honesty and respect
5. Stay current in industry knowledge and trends
6. Enhance the integrity and professionalism of the industry
7. Cooperate with fellow real estate professionals
8. Follow local, state, and national laws regarding disclosure
9. Will not condone or participate in discriminatory practices
10. Support, understand, and champion institute policies

I, \_\_\_\_\_, agree to follow the Code of Conduct for Accredited Land Consultants (ALCs) of the REALTORS® Land Institute (RLI).

\_\_\_\_\_  
Signature

\_\_\_\_\_  
Date