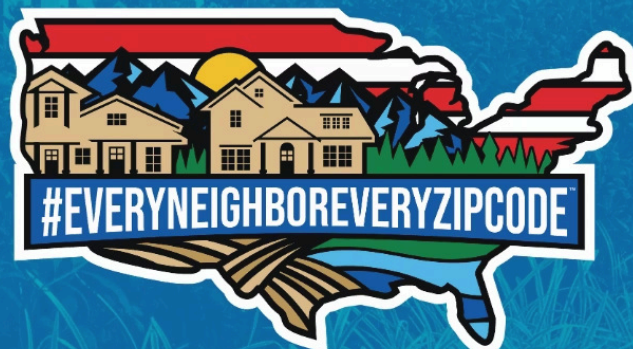


FROM CASE FILE TO REEL

Quick-Hit Ethics Stories
You Can Turn Into Social
Media Reels & TikToks

LEARN THE CODE.
TEACH THE PUBLIC.
GROW YOUR INFLUENCE.



Introduction

The REALTOR® Code of Ethics isn't just a list of rules—it's your professional reputation, your clients' trust, and the line between building a career or burning one down.

But here's the problem: ethics training is often boring. Endless slides, legal jargon, and scenarios that feel far removed from your day-to-day hustle.

That's why I created this ebook of real-world Code of Ethics cases turned into fast, story-driven lessons. These aren't dry bullet points—they're the kind of "Can you believe this?!" stories you can share with clients and colleagues on social media.

You'll get:

- Quick hooks that grab attention (perfect for TikTok or Instagram).
- 15-second scripts you can record tomorrow.
- Calls-to-action that turn lessons into engagement.

❏ **IMPORTANT:** These are storyboards and suggestions. Each REALTOR® who picks up this guide should make the videos their own. Use your voice, your personality, and your real-world examples. The goal isn't to repeat scripts word-for-word, it's to inspire you to educate, engage, and connect in a way that feels authentic to you.

Think of it as a playbook for protecting your license, building trust, and maybe even going viral while doing it.

Let's dive in!



THE GOLDEN RULE

Do unto others
as you would have
them do unto you.



CODE OF ETHICS

Article 1 – Protect & Promote Client Interests

Case #1-4 – Broker sells below market to brother-in-law

Lot sold to broker's brother-in-law at huge discount to market. Perfect "conflict of interest" cautionary tale.

Hook

"Would you sell grandma's house cheap... to your own family?"

Script

"One Realtor® listed a home and told the seller the offer was fair...except it was from his brother-in-law. Later, the seller found out the house was worth way more. This? Total ethics violation. Your client's interest always comes first—even (and especially) before family."

CTA

"Tag a friend who thinks they'd 'get a deal' from a family agent."

Case #1-32 – Agent hides higher comps to buy property for himself

Agent hides higher comps, then tries to buy the property directly. Dramatic and very relatable for consumers worried about agent loyalty.

Hook

"What if your agent was secretly trying to snag your house?"

Script

"A seller asked their agent about comps. The agent lowballed the value, then tried to buy the place themselves. Yikes. That's a straight-up violation of trust *and* the Code of Ethics."

CTA

"Save this so you know the red flags to look for in an agent."

Ethics

moral c

value o

STANDARD OF PRACTICE 1-3

REALTORS, in attempting to secure a listing, shall not deliberately mislead the owner as to market value.



CODE OF ETHICS

Article 2 – Avoid Misrepresentation

Case #2-7 – Wrong guess about new construction

Agent guesses about new construction ("I think it's a shopping center") but it's actually a bottling plant. Great for illustrating why "If you don't know, say so" matters.

Hook

"Imagine buying next to what you think is a shopping center... but it's industrial!"

Script

"One Realtor® guessed about what was being built nearby. 'Probably shops,' they said. Nope. Bottling plant. The lesson? Don't guess. If you don't know—say so."

CTA

"Share this if you've ever been surprised by new construction in your neighborhood."

Case #2-19 – Illegal apartment rental claim

MLS says 'Pay your mortgage with rent from upstairs apartment'—but it's illegal to rent. Highlights accuracy in marketing.

Hook

"Ever see a listing that sounds too good to be true?"

Script

"MLS ad promised you could 'pay your mortgage with rent from the upstairs apartment.' One catch—it was illegal to rent it out. Advertising must be accurate. No fairy tales in real estate."

CTA

"Drop a 🏠 if you've ever seen a sketchy listing."

WE WANT
ALL BUYERS
TO KNOW
ABOUT
YOUR HOME

Article 3 – Cooperate with Other Realtors®

Case #3-8 – Secret dual commission arrangement

Hidden dual commission arrangement influences seller choice. A behind-the-scenes look at disclosure in co-brokerage.

Hook

"Would you pick an offer based on who gets paid more?"

Script

"An agent pushed a seller to accept one offer—but didn't mention they'd make extra commission if that deal closed. That's shady. Sellers need the *whole* truth."

CTA

"Comment if you think the seller should've been told upfront."

Case #3-10 – Didn't disclose accepted offer with contingencies

Failing to tell other agents there's already an accepted offer. Shows what must be disclosed to colleagues.

Hook

"Ever write an offer... only to find out the house was already taken?"

Script

"A buyer's agent submitted an offer, but the listing agent never mentioned there was already an accepted contract with contingencies. That's not cooperating—that's misleading."

CTA

"Agents—have you had this happen to you? Tell your story below."

Article 4 – Disclose Interest in Property

Case #4-3 – Father-in-law buyer undisclosed

Buyer is the agent's father-in-law and no disclosure was made. Family + money = drama.

Hook

"Family discount? Not in real estate."

Script

"An agent's father-in-law wanted to buy a property. The agent never told the seller they were related. That's hiding a personal interest—and it breaks the Code."

CTA

"Save this for your next ethics CE class."

Case #4-6 – Agent secretly holds mortgage

Agent secretly holds a mortgage on property they sell. Soap opera-level twist.

Hook

"What if your Realtor® also held the mortgage on your property?"

Script

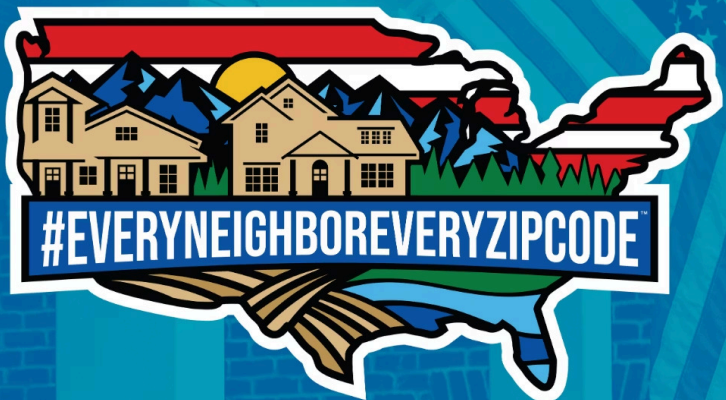
"Yep, one agent sold a house but didn't mention they had a mortgage interest in it. That's a major disclosure fail. Transparency is non-negotiable."

CTA

"Would you feel comfortable if your agent was also your bank? Comment yes or no."

Show Your Fair Housing Values

Scan the QR code to grab your #EveryNeighborEveryZipcode sticker.



Article 5 – Disclose Present/Contemplated Interest

Case #5-1 – Appraiser was also property manager

Appraiser hired by seller turns out to be buyer's property manager. Hidden conflict of interest.

Hook

"Would you trust an appraisal... if the appraiser was also managing the property?"

Script

"A seller hired an appraiser, but turns out the appraiser was also the property manager for the buyer. Hidden conflicts of interest? Big no-no."

CTA

"Save this one for your next ethics conversation."

Article 6 – Avoid Side Deals Without Consent

Case #6-2 – Manager installs vending machines for profit

Manager installs vending machines in building & pockets revenue. Quirky but memorable.

Hook

"Your building manager puts in vending machines. Cool, right? Not if he keeps the money and never asked."

Script

"One Realtor® managed a building and added vending machines. Didn't tell the owner, just pocketed the profits. The Code is clear—you can't make side deals without consent."

CTA

"Drop a 🗑️ emoji if you think this was shady."

Article 7 – Accept Compensation from Only One Party

Case #7-1 – Double dipping commission

Agent secretly takes a finder's fee from buyer while representing seller. Classic double-dipping.

Hook

"What if your Realtor® was secretly getting paid by BOTH sides of the deal?"

Script

"True story: A Realtor® represented a seller, collected their commission, **and** also took a 'finder's fee' from the buyer without telling the seller. That's a total betrayal of trust. The Code of Ethics says: you can only get paid by more than one party if **everyone knows** and agrees in writing."

CTA

"Buying or selling? Always ask: Who's paying your agent? Transparency protects you."

Article 8 – Keep Client Funds in Escrow

Case #8-1 – Lost earnest money

Agent delays depositing earnest money & it's lost. Classic escrow cautionary tale.

Hook

"Ever wonder what happens if your earnest money isn't deposited right away?"

Script

"An agent held onto a buyer's check instead of depositing it in escrow. The funds were lost. That's not just sloppy—it's unethical."

CTA

"Save this to remind yourself: earnest money = escrow, immediately."

Article 10 – Provide Equal Service

Case #10-3 – Steering clients by neighborhood

Agent refuses to show homes in certain neighborhoods. Easy tie-in to fair housing awareness.

Hook

"Ever had an agent say, 'I won't show you that neighborhood'?"

Script

"In this case, a Realtor® only showed homes in certain areas and refused to show others based on who the clients were. That's not just bad service—it's **discrimination**. The Code of Ethics is crystal clear: Realtors® must provide **equal professional service to all clients**."

CTA

"Fair housing isn't optional. If an agent limits your options, walk away AND turn them in."

Article 11 – Be Competent

Case #11-1 – Taking on property outside expertise

Agent takes on a specialty property they know nothing about. Relatable 'know your lane' lesson.

Hook

"Should you fake it till you make it... with someone's million-dollar property?"

Script

"An agent took on a specialty property they knew nothing about—and bungled the numbers. If you don't have the expertise, bring in someone who does. Competence isn't optional."

CTA

"Comment if you've got a mentor just so you'll never have to fake it"

Article 12 – Present a True Picture in Advertising

Case #12-2 – Too good to be true

Agent exaggerates property size in advertising an “oversized lot” which turns out much smaller.

Hook

"Ever see a listing that looked too good to be true?"

Script

"In one case, a Realtor® advertised a property as having an **oversized lot**... but when buyers measured, it was way smaller than claimed. The Code of Ethics says Realtors® must present a **true picture** in all advertising and marketing. No puffing up the facts."

CTA

"Always double-check the details and work with an agent who values honesty over hype."

Article 13 – Present a True Picture in Advertising

Case #13-2 – Unauthorized legal drafting

Agent drafts clauses that should have been done by attorney. Clear line crossed.

Hook

"Did you know your Realtor® is **not** your lawyer?"

Script

"In this case, an agent wrote custom legal clauses into a contract instead of sending the client to an attorney. That's a huge no-no. Realtors® can fill in standard forms, but practicing law without a license? That violates the Code of Ethics."

CTA

"Buying or selling? Let your Realtor® handle the real estate, and let your attorney handle the law."

Article 15 – Don't Make False Statements About Other Realtors®

Case #15-2 – Trash talking competition

Agent makes unfounded accusations about another broker to win business.

Hook

"Would you bad-mouth another agent to win business?"

Script

"One agent spread lies about another broker to sway clients. Reputation is everything—and trash talk is an ethics violation."

CTA

"Tag an agent who always keeps it classy."

Article 16 – Respect Exclusive Representation

Case #16-3 – Poaching another agent's listing

Agent solicits listing already under exclusive agreement. Very common violation.

Hook

"Would you solicit a listing that's already under contract with another Realtor®?"

Script

"One agent tried to poach a listing under exclusive agreement. That's a straight-up violation of Article 16."

CTA

"Save this if you've ever had someone try to interfere with your clients."



CODE OF ETHICS

STAY
IN
YOUR
LANE

Article 17 – Arbitrate Disputes

Case #17-4 – Commission fight in multiple-offer scenario

Commission dispute over procuring cause in multiple-offer scenario. Everyday Realtor® drama.

Hook

"Who gets paid when two Realtors® claim the same buyer?"

Script

"In a multiple-offer deal, two agents fought over procuring cause. Instead of resolving it through arbitration, it got ugly. The Code says: arbitration, not drama."

CTA

"Drop a 💎 if you've seen commission disputes get messy."



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HEROES FOR HOPE**

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Text **EthicsRRF25** to **71777**

OR scan the **QR Code**, or [Click Here](#) to place your individual donation.

About Your Ethics Instructor



Leigh Thomas Brown:

Leigh Brown is a top-producing REALTOR® and sought-after ethics instructor known for her no-fluff, real talk style. She believes professionalism and trust are the foundation of every successful business, and she's here to help REALTORS® raise the bar.

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[Real Talk with Leigh Brown](#)

Next Steps

The biggest fear most REALTORS® have isn't contracts or clients—it's hitting record. That's where transformation begins.

In Leigh's on-demand video course, you'll learn how to overcome fear, press record, and use powerful videos to educate, connect, and grow your community. Videos just like the case study examples in this guide. It's not about being perfect; it's about being present and authentic.

 **Get fearless with video today:**
leighbrownuniversity.com/getfearless