

## CREB<sup>®</sup> online communications guidelines

As a not-for-profit cooperative, CREB<sup>®</sup> supports open, transparent and inclusive online communications with and between members.

CREB<sup>®</sup> recognizes the diversity of opinion within the membership and values a healthy dialogue among members, while maintaining a safe and professional online environment for all.

To achieve these objectives, all CREB<sup>®</sup> online communications must adhere to the following guidelines:

- 1) They must follow CREB<sup>®</sup>'s Rules, in particular, Part 2 – Provincial Practice Rules For Alberta, 2.01 Mutual Respect: “Mutual respect toward other Members, Board or AREA staff and the public is a requirement. Aggressive or abusive behavior or threats to personal safety will not be tolerated and is not in the professional image of a Member.”
- 2) They must follow the REALTOR<sup>®</sup> Code of Ethics, in particular, the following articles:
  - a. Article 19, Discrediting another Registrant: “The REALTOR<sup>®</sup> shall never publicly discredit any other Registrant. If the REALTOR<sup>®</sup>'s opinion is sought, it should be rendered with strict professional integrity and courtesy.”
  - b. Article 21, Conduct Unbecoming: “A REALTOR<sup>®</sup> shall not engage in conduct that is disgraceful, unprofessional or unbecoming of a REALTOR<sup>®</sup>.”
- 3) They must not be deemed anti-competitive as outlined in the Canadian Real Estate Association's [Real Estate Competition Guide](#).
- 4) They must not include anything that could be considered defamatory or discriminatory against, or bullying or harassment of, any individual, by making offensive or derogatory comments related to sex, gender, race (including nationality), disability, sexual orientation, religion or belief or age.

Members who do not follow these guidelines will have their comment removed without notice, and/or be subject to the enforcement of CREB<sup>®</sup>'s Rules and/or the REALTOR<sup>®</sup> Code.

Questions about these guidelines can be directed to [communications@creb.ca](mailto:communications@creb.ca).