



REALTORS®  
INSTITUTE

# ETHICAL BEHAVIOR IN A WIRED WORLD

Instructors: Jim Gainer ~ Lois Graham, GRI  
Kay Norris Hock, ABR, CRS

## Choose from one of the dates and times listed below!

Thursday, January 19, 2012	1:00 p.m. - 4:30 p.m.
Friday, January 20, 2012	8:30 a.m. - 12:00 p.m.
Tuesday, February 21, 2012	1:00 p.m. - 4:30 p.m.
Wednesday, March 7, 2012	8:30 a.m. - 12:00 p.m.
Monday, March 26, 2012	1:00 p.m. - 4:30 p.m.
Wednesday, April 4, 2012	1:00 p.m. - 4:30 p.m.
Tuesday, April 24, 2012	1:00 p.m. - 4:30 p.m.
Wednesday, May 9, 2012	8:30 a.m. - 12:00 p.m.
Thursday, May 17, 2012	1:00 p.m. - 4:30 p.m.

*Registration opens 30 minutes before class start time.*

### Place:

GHAR Office  
424 N. Enola Drive, Suite 1  
Enola, PA 17025

### Register:

Phone: (717) 364-3205  
Fax: (717) 364-3206

**Cost:** \$45.00

### Members Only:

Register online at  
[www.ghar.info](http://www.ghar.info)

This course is designed for real estate agents and incorporates changes to the NAR Code of Ethics, especially Articles 12 and 15. It will review State Real Estate Commission guidelines concerning advertising including Internet sources such as Facebook, Twitter, LinkedIn, etc.

### Real estate professionals will:

- Identify ethical dilemmas which present themselves in the Internet age
- Understand how Facebook, Twitter, LinkedIn and other similar sites are marketing efforts and must comply with state laws
- Identify privacy concerns for both agents and consumers in Internet marketing
- Understand the purpose of blogging for licensees and be able to identify professional blogging topics and practices
- Recognize the agent's responsibility to monitor blogs, Facebook sites and other sites controlled by the agent
- Know how to create and follow an ethical and safe Internet marketing policy

**Approved for 3.5 hours PA Real Estate  
Continuing Education Credit  
for the 2010-2012 cycle ending May 31, 2012**

**AND**

**Fulfills the NAR Code of Ethics  
Training Requirement  
Deadline December 31, 2012**

**Registration closes at class starting time.  
You must be seated at that time in order  
to receive credit for the course.**

**NOTE:** At the time a GHAR member registers for a class, he assumes payment responsibility for that class. GHAR members may pay tuition (class fees) at the door. **Non-members must pay at time of registration.** Tuition must be paid in full prior to the start of a class. Tuition payments are refundable if 48 hour cancellation notice is given. If a student leaves after a class begins, no portion of tuition is refunded. Students must have registered, paid for class, and be seated at the advertised class start time in order to be admitted to the class. Late arrivals will not be seated, and will not be entitled to a refund. If the School finds it necessary to cancel the entire course, the full dollar amount of any payment will be promptly refunded. If the School cancels a portion of the course, the unused portion of the tuition may be credited towards a future course or refunded. No portion of the tuition will be refunded after class day begins. In order to better accommodate your needs, please be sure to notify us in advance, if you have any disability which will require special auxiliary aids and/or services at this event. Payments to the Greater Harrisburg Association of REALTORS® are not deductible as charitable contributions for Federal Income Tax purposes; however, such payments may be deductible as ordinary and necessary business expenses.