

For Responsible Realty Service, Deal with a Member of the

Oakland Real Estate Board

‘ ‘ THE REALTOR ’ ’

A Realtor is a licensed real estate broker whose ability and integrity are vouched for by the professional organization of his craft, and whose record of business conduct has brought him membership in a Realty Board of recognized standing.

He is pledged to observance of a code of business ethics imposed by the National Association of Real Estate Boards which alone has legal authority to confer the professional title "Realtor" and to withdraw it for cause.

In this city, only realty brokers who hold membership in the Oakland Real Estate Board may enjoy the prestige the term implies. The Board admits to membership only brokers of approved reputation and it stands always ready to protect and defend the integrity of conduct involved in the practice of the realty business.

The Real Estate Board exists for the maintenance of the realty business upon a plane of responsibility and trustworthiness and of professional prestige, and to safeguard and promote the welfare of real estate and realty ownership interests.

The Realtor recognizes his responsibility to the Real Estate Board for the benefits derived from it to himself and his clients and the business he serves, and is proud of the fact that he shares the burdens of that responsibility.

By his alliance with leaders of his craft in Real Estate Board activity, and by conforming to its standards of business conduct, the Realtor identifies himself with that professional group which, in every city, exemplifies the best and most competent and most trustworthy element in the realty business.

For a List of Oakland Realtors, see Page 1297 of Classified Section.

*For information regarding Real Estate and the Realty Business in this community, consult
The*

OAKLAND REAL ESTATE BOARD

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