



## WHAT IS A REALTOR?

**P**ROPERTY owners and prospective purchasers should know that every real estate operator is not entitled to the use of the term "REALTOR." As a definition of the word "REALTOR" the following extracts from the Constitution and By-Laws of the North Shore Real Estate Board of Suburban Chicago merit your attention.

## OBJECTS OF ORGANIZATION

To standardize the business of real estate brokerage so that it will obtain and hold the confidence and respect of both owners and purchasers; to maintain the dignity and responsibility of its members in their duty to the public. ¶To standarize commissions, customs and practices; to cultivate and force fair dealing . . . . ¶To provide an organized center for adequate and economic development; to procure just taxation; to promote such a system of law and administration as shall protect our citizens and attract the desirable population merited by our environment. ¶To safeguard and advance the interests of real estate ownership, and to institute, advocate and support legislation calculated to improve our communities. ¶To permit its members the right to the use of . . . . the word "REALTOR," which is hereby defined to mean, a person engaged in the real estate business who is an active or active associate member of the North Shore Real Estate Board of Suburban Chicago and thereby affiliated with the Illinois Association . . . . and the National Association . . . . *obligating him to observe the rules, regulations and standards of conduct of the Local, State and National Associations.*

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