🏢 Park Assets Real Estate
Company Standards & Procedures Manual

Company Mission & Vision

- Mission: To deliver exceptional real estate services with professionalism, integrity, and a client-first approach.
- Vision: To be the most trusted and innovative real estate brokerage in the Long Island and NYC area.

Code of Conduct & Ethics

- All agents must act in compliance with NYS DOS, NAR, NYSAR, and LIBOR rules and regulations.
- Maintain client confidentiality and fiduciary responsibilities.
- Avoid discrimination and adhere strictly to Fair Housing Laws.
- Disclose all known material facts and potential conflicts of interest.

Licensing & Education

- All agents must hold an active New York Real Estate Salesperson or Broker License.
- Attend all mandatory Continuing Education (CE) requirements.
- Complete LIBOR Code of Ethics training every three years.

Listing Procedure

- Conduct a CMA (Comparative Market Analysis).
- Obtain signed Exclusive Right to Sell Agreement.
- Complete and upload the Property Data Form with professional photos.
- Submit listing for MLSLI / OneKey MLS compliance approval.
- Notify client of listing live date and prepare marketing strategy.

Buyer Process

- Prequalify and register buyer.
- Execute Buyer Broker Agreement and Agency Disclosure.
- Show properties with active MLS listings only.
- Submit offers in writing using Purchase Offer Forms.
- Provide buyer with Fair Housing and HADF disclosures.

Required MLS Documents (LIBOR / OneKey MLS)

Before conducting business (listing, selling, leasing, or marketing a property), agents must complete the following:

📄 *Listing Documents*

- Exclusive Right to Sell Listing Agreement (MLS-1)
- Property Data Form (PDF)
- Seller's Disclosure (if applicable)
- Lead-Based Paint Disclosure (pre-1978 homes)
- Agency Disclosure Form (NYS Disclosure Form for Buyer and Seller)
- MLS Photo Authorization Form
- Property Condition Disclosure Statement (optional if seller opts to pay $500 credit)

📄 *Buyer Representation*

- Buyer Broker Agreement (Exclusive or Non-Exclusive)
- Agency Disclosure Form (buyer side)
- Fair Housing Disclosure Form
- New York State Housing and Anti-Discrimination Disclosure Form (HADF)

📄 *Rental Transactions*

- Rental Agreement / Lease
- Rental Brokerage Agreement
- Lead-Based Paint Disclosure (if applicable)
- Agency Disclosure Form
- Fair Housing Disclosure Form
- Rental Property Condition Checklist

Compliance & Document Storage

- All executed documents must be uploaded into company CRM or cloud file within 48 hours.
- Retain transaction files for a minimum of 7 years per NYS regulations.
- All MLS entries must be updated within 24 hours of changes (e.g., status updates, price changes).

🏢 Park Assets Real Estate
Company Standards & Procedures Manual

Advertising & Marketing Policy

- No listings or properties may be marketed prior to full MLS compliance.
- All marketing must include company name and licensee name per DOS regulations.
- "Coming Soon" listings must follow LIBOR/MLSLI policy and must be on file.

Open Houses & Showings

- Must register open house with MLS system.
- Use Sign-In Sheet with client acknowledgment of Fair Housing Notice.
- Agents must carry Agency Disclosure Forms and provide upon first substantive contact.

Fair Housing Policy

Park Assets Real Estate adheres to the Fair Housing Act and NYS Human Rights Law:

- Zero tolerance for discriminatory practices.
- Annual training on fair housing is mandatory.
- Display Fair Housing Posters and notices at all offices and open houses.

Disciplinary Action

Failure to comply with procedures or ethical guidelines will result in the following:

- Verbal Warning
- Written Warning
- Suspension or Termination

Technology & CRM

- All agents must use company CRM (e.g., Follow Up Boss, Dotloop, etc.).
- Document all client communications.
- Log and update listing and buyer activities weekly.

🏢 Park Assets Real Estate
Company Standards & Procedures Manual

Safety Protocols

- Never show properties alone to unknown individuals.
- Share showings schedule with office or team lead.
- Carry ID, cell phone, and remain aware of surroundings.

Broker Supervision

- All transactions must be reviewed and approved by the Managing Broker prior to submission or closing.
- Questions about compliance must be directed to the Designated Broker immediately.

Park Assets Real Estate operates with strict adherence to LIBOR and NYS regulations, ensuring all agents follow ethical standards, complete mandatory disclosures, and use MLS-required documentation for every transaction. Agents must maintain current licenses, complete CE training, and store all documents securely for regulatory compliance. Listings and buyer interactions require signed agreements, fair housing forms, and timely MLS updates. Marketing and showings must follow advertising laws and fair housing protocols, with all client communications logged in the company CRM. Broker supervision, safety measures, and accountability are enforced to uphold professionalism and protect clients and agents alike.