



NYRAC

We have the opportunity to use our collective voice to create awareness around deceptive practices and work towards transparency and truthfulness in our industry.

– CATHY TAUB –

ABOUT NYRAC

Led by twenty-one top sales agents from nine leading residential brokerages, the members of New York Residential Agent Continuum (**NYRAC**) are dedicated to elevating the New York City residential real estate brokerage profession by advocating for fundamental improvements in how we conduct business. We do this by providing networking and educational opportunities for the top transacting residential real estate sales agents in New York City, who understand and appreciate the importance of ethics and professional conduct and are committed to helping build a stronger community within the industry, knowing that such improvements ultimately benefit the consumer.

NYRAC members represent the gold standard of the industry's experienced professionals; when a consumer retains the services of one of our members, they know they'll be hiring the best of the best. Our goal is simple: always put the consumer first. This, above all else, will ensure **NYRAC**'s success.

WHY NYRAC?

NYRAC's success evidences a clear void in our industry. Our goal is to advocate for residential real estate professionals and consumers in an environment typically favoring commercial interests. We know by holding our members to the highest ethical standard, we will elevate attitudes towards our industry and demonstrate the value our profession brings to the consumer.

A **NYRAC** member is your best ally in navigating showings, offers, negotiations, and closings. Our agents elevate the experience of purchasing property in New York City, saving you time, energy, and money!



Photo courtesy of Evan Joseph

NYRAC

NEW YORK RESIDENTIAL AGENT CONTINUUM

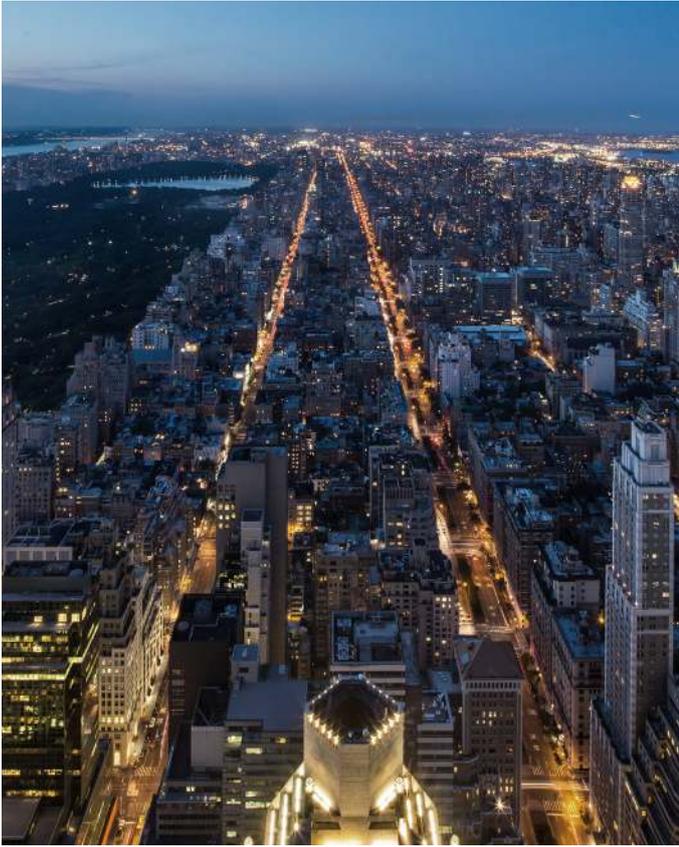


Photo courtesy of Evan Joseph

NYRAC PLEDGE

We intend to use our influence as industry leaders, in accordance with the **NYRAC** Pledge, to support the pillars of our organization.

Key elements of the **NYRAC** Pledge include:

- 1) Supporting REBNY's 'Code of Ethics.'
- 2) Treating others with civility, respect and kindness.
- 3) Transparency and appropriate disclosures between colleagues and consumers.
- 4) Not participating in advertising practices that are deceptive to the consumer.
- 5) Supporting the #MeToo movement while rejecting discrimination, bullying, and harassment from the workplace.

NYRAC'S GOALS AND OBJECTIVES:

- a) Advocate for a standard of excellence for the greater good of our profession and on behalf of the consumer, at a time of increasing disruption in the real estate industry.
- b) Create a stronger residential real estate community among agents by providing a platform for a collective voice to articulate our position on matters impacting our industry.
- c) Provide leadership that elevates the ethical standards within our profession and the residential real estate brokerage community in New York City.
- d) Clearly define best practices, standardization of processes and terminology.
- e) Provide unique networking and educational opportunities that will encourage and facilitate the exchange of ideas and sharing of knowledge among our colleagues in the New York City real estate industry.



Photo courtesy of Evan Joseph

NYRAC'S AGENT REFERRAL PROGRAM

While **NYRAC** agents pledge to uphold the highest standard, we understand every client may have different needs and expectations. Should you ever wish to engage a new broker or listing agent, your **NYRAC** agent will supply you with 2-3 referrals of other **NYRAC** members from other firms. **NYRAC** members maintain uncompromising ethical standards and are committed to ensuring consumers receive best-in-class service.

For more information, please visit ny-rac.com, or follow us on Instagram [@newyork_rac](https://www.instagram.com/newyork_rac)