

Organizational Values

Purpose

RECA's mandate is to Protect, Inform, and Elevate. These are RECA's brand pillars and form the basis of our identity as an organization. This is our purpose. We protect and inform consumers, and we inform and elevate licensees. As RECA staff, we are guardians of consumer trust, and teachers that protect, inform, and elevate everyone involved in the Alberta real estate marketplace. It is our role to protect consumers, enhance the integrity of the industry, and to prevent, detect, and suppress fraud.

As an innovative and agile organization, one of our core strengths is our people. We value the different views, ideas, and perspectives each of us bring to RECA. Our diverse backgrounds foster innovative thinking and provide the organizational agility we need to respond to the dynamic nature of the Alberta industries RECA regulates.

At RECA, we create and maintain a positive and productive workplace through a culture of excellence and professionalism, focusing on how to best protect, inform, and elevate. Our ability to do so rests on our Values based behaviours and actions that support our commitment to our purpose.

RECA's Values outline our shared standards of professional conduct that guide our decisions and behaviours in our day-to-day activities, and allow us to protect, inform, and elevate. They support our purpose, reduce confusion, and promote equality and respect within the workplace. Our aligned Values also help to protect our personal integrity and reputation, and enhance the model for self-regulation.

Scope

Our Values apply to all RECA employees when performing work-related activities, whether in or out of RECA's office. They guide our behaviours when interacting with one another, consumers, board or industry council members, licensees, associations, government, suppliers, vendors, and the public at large. Employees should also be aware that their behaviour outside the workplace may affect RECA's reputation and the ability to carry out its purpose.

Our Values

RECA is committed to the public interest. We focus on activities that protect and inform consumers and inform and elevate the integrity of the industry. These activities help foster an environment where employees work cooperatively and proactively to make things better, for industry, consumers, and for each other.

Our Values set the framework on which to build trusting relationships, enhance communication, navigate tricky situations, make tough decisions, promote collaboration and information sharing in safe environments, and encourage creative solutions. Our values give every employee a voice.

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Be responsible and accountable for our actions

We are accountable and responsible for our conduct and decisions. The public expects our industries to be fully accountable in their actions. Consumers are protected through that accountability. As the body responsible for that accountability, we must act equally as responsible and accountable. In doing so we:

- exercise due care and informed judgment in our daily activities
- fulfill the commitments we undertake – do what we say we are going to do
- take ownership for the outcomes of our choices, behaviours, and actions
- learn from one another and from our mistakes
- recognize our limitations and seek guidance when needed

Respect privacy and confidentiality

We are responsible for maintaining and protecting all personal and business information that is either in our custody or under our control. The public expects this of licensees, and we expect it of ourselves. We protect consumers, and we must walk the walk as we talk the talk. To support this Principle, we:

- comply with Alberta's *Personal Information Protection Act* (PIPA)
- keep all personal information strictly confidential, unless required by law
- respect the privacy and confidentiality of others, unless required by law
- protect RECA property, proprietary information, and intellectual property
- keep accurate company records whether in paper or electronic form

Contribute to a safe, healthy, and respectful workplace

RECA provides a safe, healthy, and respectful workplace that fosters equality and inclusion, and respect for diversity. Reminding ourselves and, each other, and informing one another on what it means to have a safe, healthy, and respectful workplace, are important parts of maintaining our purpose. Maintaining such a workplace is an individual and collective responsibility which requires us to:

- treat all people with respect, dignity, and fairness
- not engage in discrimination, harassment, intimidation, bullying, or violence
- embrace the strengths of individual differences, experiences, and perspectives
- support collaboration
- resolve conflict in a positive way
- comply with health and safety laws

Be open and honest

At RECA, we hold ourselves to the highest standards of honesty and integrity. We want consumers to trust the industry, and this begins with both consumers and the industry trusting RECA, and with RECA employees trusting ourselves and each other. Being open and honest means we:

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- act honestly
- build trust and are trustworthy
- act with empathy and sincerity
- provide fair, accurate, and transparent information
- share knowledge and information, as appropriate
- communicate in a timely and appropriate fashion

Act ethically and professionally

RECA protects consumers by informing consumers and elevating industry competence and accountability. RECA builds consumer trust and confidence in the industry. Employees can further elevate that trust by ethical and professional conduct. This means we:

- perform our work in good faith, with impartiality, and in RECA's best interests
- comply with RECA policies, procedures, and guides, and the laws of Alberta and Canada
- consider how our actions may impact our reputation and that of RECA and the industry before acting
- show professional courtesy in all our relationships
- promote excellence, innovation, and continuous improvement
- recognize and address real, potential, or perceived conflicts of interest

Aligning with RECA Values

We share a responsibility to understand and align with our Purpose and our Values, and apply them in our roles as RECA employees; however, they are not intended to address every situation. If in doubt about whether your behaviour is aligned with our Purpose and our Values, consider answering the following questions:

- Are my actions contributing to protecting, informing, or elevating?
- Could my conduct damage my reputation, RECA's reputation, or the integrity of the industry?
- Does my conduct break the law?
- Does my conduct create a potential conflict of interest?
- How would my colleagues, friends, and family feel if they knew about my conduct?
- What if my conduct was reported in the media?

In circumstances where you need advice or clarification to determine an appropriate course of action, RECA encourages you to discuss your concern(s) with your manager.