

C.I.T.O. Policy Statement

Come into the office, where professional services begin.



Central Mississippi REALTORS® Inc. and Central Mississippi MLS, Inc. encourages Principle Brokers to adopt the following as a Core Principle and Best Practice to demonstrate professionalism and promote safe showing practices.

It is the policy in this firm to begin all business relationships with prospective buyers *at the office* adhering to the principle:

C.I.T.O. “Come into the office, where professional services begin.”

The firm will adhere to the principle by:

- a) Encouraging its affiliated agents to use the C.I.T.O. slogan with consumers describing the benefits of beginning professional relationships at the office
- b) Displaying the C.I.T.O. graphic on the firm’s and agents’ websites and across social media platforms where the option is available
- c) Displaying the C.I.T.O. poster in the common area of the office
- d) Showing property only to prospective buyers who provide evidence of their identity and their financial ability to buy
- e) Reviewing the C.I.T.O. policy with agents annually

Pick up your free CITO poster at the Central Mississippi REALTORS® office today!

620 N. State Street Suite 100 Jackson MS 39202 | www.centralmsrealtors.org