



FACT SHEET

IRIS – Idaho REALTORS® Integrity Seal Raising the Standard. Building Trust. Strengthening Our Industry.

What is IRIS?

The *Idaho REALTORS® Integrity Seal* (IRIS) is a **prestigious endorsement** recognizing REALTORS® who demonstrate the highest standards of **ethics, professionalism, and service**.

It's more than a title—it's a public statement:

"This REALTOR® can be trusted to put clients first, uphold our Code of Ethics, and represent our industry with excellence."

Why It Matters

- **Builds Client Trust** – In a world full of online options, clients want proof of character, not just sales experience.
 - **Elevates the REALTOR® Brand** – Distinguishes Idaho REALTORS® as leaders in professionalism.
 - **Drives Conversations** – A visible seal on marketing materials opens the door to talk about service, ethics, and value.
 - **Sets Us Apart** – Not every REALTOR® can earn IRIS—only those who meet its rigorous requirements.
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What It Takes to Earn IRIS

- **Extra Training** – Advanced coursework in ethics, professionalism, and service excellence.
 - **Documented Service** – Community involvement that shows REALTORS® are leaders where they live.
 - **Professional Sponsorship** – Endorsement from a qualified REALTOR® leader who can verify the applicant's ethical and professional conduct.
 - **Commitment to the Code** – A proven history of honoring and upholding the REALTOR® Code of Ethics.
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Why REALTORS® Love IRIS

- Enhances your credibility instantly.
 - Creates marketing differentiation in competitive markets.
 - Provides a conversation starter with both clients and peers.
 - Shows commitment to excellence in every transaction.
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Our Goal

To inspire Idaho REALTORS® to reach higher, strengthen public trust in our profession, and ensure that the REALTOR® brand remains synonymous with **integrity, service, and results**.

Developed by: Legacy Leadership Academy 2025 in partnership with Idaho Association of REALTORS®