

# 2008 **Changes** To The Code Of Ethics Will Affect Your Advertising & Communication Strategies

This year, the National Association of Realtors® revised the Code of Ethics, replacing the old Article 12 with the following language:

## **Article 12:**

“Realtors® shall be honest and truthful in their real estate communications and shall present a true picture in their advertising, marketing, and other representations. Realtors® shall ensure that their status as real estate professionals is readily apparent in their advertising, marketing, and other representations, and that the recipients of all real estate communications are, or have been, notified that those communications are from a real estate professional.”

In 2007, the Code required that Realtors® present a true picture in their advertising and representations to the

public. This year, Article 12 has a broader and more defined reach. A Realtor®’s obligation to present a true picture has been expanded beyond advertising to include “advertising, marketing and other representations.” In addition, Article 12 now imposes on Realtors® a new duty to “be honest and truthful in their real estate communications.”

## **TWO NEW STANDARDS OF PRACTICE WERE ADDED TO HELP INTERPRET THE REVISED ARTICLE 12:**

**Standard of Practice 12-12:** Realtors® shall not: use URLs or domain names that present less than a true picture, or register URLs or domain names which, if used, would present less than a true picture. (Adopted 1/08)

**Standard of Practice 12-13:** The obligation to present a true picture in advertising, marketing, and representations allows Realtors® to use and display only professional designations, certifications, and other credentials to which they are legitimately entitled. (Adopted 1/08)

*National Association of Realtors®*