

particular potential business occupier when you are not.

- Putting up 'Sold' boards outside business properties that you have not sold (creating a false impression of your success in selling properties).³⁸

When you
market property

- Providing misleading information about the property's availability for purchase, its main characteristics, its price, or the conditions under which it can be bought.
- Saying or implying to a business buyer that there is planning permission, when there is not, including advertising land as being ready for development when planning permission has not been given.

BPRs: making unfair comparisons with competitors

4.29 It is a breach of the BPRs to make comparisons with competitors in your advertising unless you meet the conditions that permit such advertising (comparative advertising – regulation 4).

4.30 The conditions relate mainly to ensuring that the advertising:

- is not misleading, whether under regulation 3 of the BPRs or under regulations 5 (misleading actions) or 6 (misleading omissions) of the CPRs
- objectively compares like-for-like, and relevant, representative and verifiable features
- does not create confusion between the advertiser and a competitor

³⁸ Flyboarding – that is, displaying 'For Sale' or 'Sold' boards when no property is for sale or has been sold - is also forbidden by Town and Country Planning legislation (various).