

those 'rival' offers) or false low offers to encourage a seller to accept a genuine offer that would otherwise be rejected as too low.

- When you deal with complaints
- Claiming that you have an internal complaints system that has been approved by a recognised body when you do not, or claiming to be a member of a recognised redress scheme when you are not.
 - Misinforming a complainant about their rights under a redress scheme, or under the law.

Failing to give necessary information to consumers

- 4.7 It is a breach of the CPRs for businesses to mislead consumers by failing to give them the information they need in order to make an informed decision, where this causes or is likely to cause the average consumer to take a different transactional decision. This is known as a misleading omission (regulation 6).
- 4.8 This might, for example, occur by leaving out or hiding important information, or providing important information in an unclear, unintelligible, ambiguous, or untimely manner.
- 4.9 This duty is different to the duty not to make false or misleading statements that property sales businesses are already familiar with under the Property Misdescriptions Act 1991. The difference is that a misleading omission focuses on what you have **not** said – that is, information you have left out, hidden, not made clear or been slow to disclose, where this has or would have a particular effect on the average consumer. The duty not to mislead by omission is limited to providing what is **necessary** information, described in the CPRs as '**material information**'.