

# INTERNET ADVERTISING – ARE YOU UP TO “CODE” AND ARE YOU FOLLOWING THE “RULES”?

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Director of Risk Management

These days almost every REALTOR® has a website, and many REALTORS® advertise listings on websites such as Craigslist, Zillow, Trulia, etc. However, not every REALTOR® is aware that the N.A.R. Code of Ethics and the MLS Rules & Regulations were amended in recent years to address the issue of electronic advertisement of listings by REALTORS® other than the true listing agent.

## The “Code”:

The association has seen a steady rise in the number of ethics complaints which have been filed by listing agents who allege that another REALTOR® is advertising listings on the internet without the permission of the listing agent. In 2007, Article 12 of the Code of Ethics - which requires REALTORS® to present a “true picture” in advertising - was revised to include duties relating to electronic advertising.

The Code of Ethics, Standard of Practice 12-4 states, “REALTORS® shall not offer for sale/lease or advertise property without authority.” Simply, no REALTOR® may advertise another

agent’s listing without prior authorization from the listing agent.

There are additional Articles of the Code and Standards of Practice which may also apply when an advertising violation is alleged. Discipline may include fines payable to the association, mandatory education, letters of warning/reprimand, or combinations thereof. Multiple violations of the Code may result in suspension of or expulsion from REALTOR® membership.

## The “Rules”:

Our multiple listing service (MLS), Sandicor, is also receiving a high volume of complaints concerning members who are advertising other members’ listings without obtaining the required prior written consent of the listing broker. As with many rules for Sandicor Participants, there is an MLS rule which mirrors the REALTOR® Code of Ethics. Sandicor MLS Rule 12.8 states, “A listing shall not be advertised by any participant or subscriber, other than the listing broker, without the prior written consent of the listing broker...” A violation of this MLS rule may result in a \$500.00 fine per listing.

In addition, the MLS Rules &

Regulations have additional requirements regarding listing attributions, IDX displays, display purpose, etc.

Please make sure you’re “up to Code” and following the rules by reviewing your advertising materials, including those appearing on internet sites such as Craigslist and Zillow.

For a full copy of the Code of Ethics, and/or to file an ethics complaint, please see: <http://www.sdar.com/>

[Ethics\\_Complaints.php](#).

For a full copy of the Sandicor, Inc. MLS Rules & Regulations, please see: <http://www.sandicor.com/rules-and-regulations/>.

To report MLS rule violations, please email: [violations@sandicor.com](mailto:violations@sandicor.com).

For the FBI’s internet fraud reporting website, please see: <http://www.ic3.gov/default.aspx>.





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