

NATIONAL ASSOCIATION OF REALTORS®
Code of Ethics Video Series

From *Professionalism in Real Estate Practice* – Article 15

(A narrative explanation of Article 15 with synthesis of related Standards of Practice and Case Interpretations)

Article 15

REALTORS® shall not knowingly or recklessly make false or misleading statements about competitors, their businesses, or their business practices.

.....

Article 15 logically flows from the REALTOR®’s duty established in Article 12 “to present a true picture in . . . representations.” This includes comparisons with competitors, and comments or opinions offered about other real estate professionals.

Article 15 is not intended to limit or inhibit the free flow of commercial information that is often of value to potential users of the many and varied services that REALTORS® provide. Article 15 requires that REALTORS® make good faith efforts to ensure that statements and representations they make, including those made in their advertising, are truthful and accurate.

REALTORS® should consider that while truthfulness is the ultimate measuring stick of Article 15, little is gained, and often much is lost, through negative, non-constructive criticism which can impair the cooperative efforts that make the service provided by REALTORS® so valuable to the public.

.....

Do not knowingly or recklessly file false or unfounded ethics complaints. (Refer to Standard of Practice 15-1)

Do not knowingly or recklessly repeat, transmit, or republish false or misleading statements made by others in person, in writing, by technological means, or by any other means. (Refer to Standard of Practice 15-2)

Good faith representations which are unknowingly inaccurate that are based on generally reliable information do not violate Article 15. (Refer to Case Interpretation #15-1)

Do not rely on normally reliable sources of information when information is obviously inaccurate. (Refer to Case Interpretation #15-2)