

## 2011 Summary of Key Professional Standards Changes

### Changes to the Code of Ethics and Standards of Practice

(underscoring indicates additions, strikeouts indicate deletions)

- Standard of Practice 3-7 revised

*When seeking information from another REALTOR® concerning property under a management or listing agreement, REALTORS® shall disclose their REALTOR® status and whether their interest is personal or on behalf of a client and, if on behalf of a client, their ~~representational status~~ relationship with the client.*

(Amended 1/11)

- Standard of Practice 3-10 new

*The duty to cooperate established in Article 3 relates to the obligation to share information on listed property, and to make property available to other brokers for showing to prospective purchasers when it is in the best interests of the seller.*

(Adopted 1/10)

- Article 10 revised

*REALTORS® shall not deny equal professional services to any person for reasons of race, color, religion, sex, handicap, familial status, ~~or~~ national origin, or sexual orientation. REALTORS® shall not be parties to any plan or agreement to discriminate against a person or persons on the basis of race, color, religion, sex, handicap, familial status, ~~or~~ national origin, or sexual orientation.*

*REALTORS®, in their real estate employment practices, shall not discriminate against any person or persons on the basis of race, color, religion, sex, handicap, familial status, ~~or~~ national origin, or sexual orientation. (Amended 1/11)*

- Standard of Practice 10-3 revised

*REALTORS® shall not print, display or circulate any statement or advertisement with respect to selling or renting of a property that indicates any preference, limitations or discrimination based on race, color, religion, sex, handicap, familial status, ~~or~~ national origin, or sexual orientation. (Amended 1/11)*

- Standard of Practice 12-5 revised

*REALTORS® shall not advertise nor permit any person employed by or affiliated with them to advertise real estate services or listed property in any medium (e.g., electronically, print, radio, television, etc.) without disclosing the name of that REALTOR®'s firm in a reasonable and readily apparent manner. This Standard of Practice acknowledges that disclosing the name of the firm may not be*

practical in electronic displays of limited information (e.g., “thumbnails”, text messages, “tweets”, etc.). Such displays are exempt from the disclosure requirement established in this Standard of Practice but only when linked to a display that includes all required disclosures. (Amended 1/11)

- Article 15 amendment will be reported to and acted on by the Delegate Body at the 2011 Annual Convention. **The revision to Article 15 immediately below is not effective January 1, 2011.**

*REALTORS® shall not knowingly or recklessly make false or misleading statements about ~~competitors~~ other real estate professionals, their businesses, or their business practices.*

- Standard of Practice 15-2 amendments will not become effective unless the proposed amendment to Article 15 shown above is approved by the Delegate Body at the 2011 Annual Convention. **The revision to Standard of Practice 15-2 is not effective January 1, 2011.**

*The obligation to refrain from making false or misleading statements about ~~competitors~~ other real estate professionals, ~~competitors’~~ their businesses, and ~~competitors’~~ their business practices includes the duty to not knowingly or recklessly publish, repeat, retransmit, or republish false or misleading statements made by others. This duty applies whether false or misleading statements are repeated in person, in writing, by technological means (e.g., the Internet), or by any other means.*

- Standard of Practice 15-3 amendments will not become effective unless the proposed amendment to Article 15 shown above is approved by the Delegate Body at the 2011 Annual Convention. **The revision to Standard of Practice 15-3 is not effective January 1, 2011.**

*The obligation to refrain from making false or misleading statements about ~~competitors~~ other real estate professionals, ~~competitors’~~ their businesses, and ~~competitors’~~ their business practices includes the duty to publish a clarification about or to remove statements made by others on electronic media the REALTOR® controls once the REALTOR® knows the statement is false or misleading.*