

ARTICLE 12

REALTORS® shall be honest and truthful in their real estate communications and shall present a true picture in their advertising, marketing, and other representations.

REALTORS® shall ensure that their status as real estate professionals is readily apparent in their advertising, marketing, and other representations, and that the recipients of all real estate communications are, or have been, notified that those communications are from a real estate professional.

STANDARD OF PRACTICE 12-10

REALTORS®' obligation to present a true picture in their advertising and representations to the public includes Internet content, images, and the URLs and domain names they use, and prohibits REALTORS® from:

1. engaging in deceptive or unauthorized framing of real estate brokerage websites;
2. manipulating (e.g., presenting content developed by others) listing and other content in any way that produces a deceptive or misleading result;
3. deceptively using metatags, keywords or other devices/methods to direct, drive, or divert Internet traffic; or
4. presenting content developed by others without either attribution or without permission, or
5. otherwise misleading consumers, including use of misleading images. *(Adopted 1/07, Amended 1/18)*

CHANGES TO POLICY STATEMENT 7.43

Mandatory waiver option of MLS subscription fees for licensees who already subscribe to a different MLS.

CHANGE IN AVAILABLE SOLD DATA FOR IDX

- MLS participants are now entitled to receive sold information dating back to Jan 1, 2012 as part of their IDX data feed.
- MLSs must provide for a greater number of minimum results of 500 listings or 50% of the MLS's database to consumer property searches.

CHANGES TO POLICY STATEMENT 7.31

- Address temporary access codes.
- Use of mobile devices as a key to open lockboxes.
- Increased measures to address security threats related to different types of cyber attacks.

RESOURCES

- **Summary of 2018 Membership Policy Changes:**

<https://www.nar.realtor/about-nar/policies/2018-summary-of-key-membership-policy-changes>

- **Summary of 2018 MLS Policy Changes:**

<https://www.nar.realtor/about-nar/policies/summary-of-2018-mls-changes>

- **Summary of 2018 Professional Standards Policy Changes:**

<https://www.nar.realtor/about-nar/policies/2018-summary-of-key-professional-standards-changes>

- **Resources for the changes to MLS Policy Statement 7.43:**

<https://www.nar.realtor/about-nar/policies/changes-to-mls-policy-statements-742-and-743-mls-of-choice>