

## 2018 Changes to the Code of Ethics

### Standard of Practice 1-10

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

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

#### Rationale:

As consumers rely increasingly on images of listed property in tailoring their home search, excessive use of photo altering techniques or extreme distortion of a space's size in a photograph may not only mislead consumers, but damage the credibility of REALTORS and the industry that rely on photographs in the MLS or on websites to accurately represent listed property. These amendments provide that Article 12's obligation to present a true picture includes images, and that misleading consumers through the use of misleading images is prohibited under Article 12.

