



# The **DISCLOSURE**

April 2007

## **CODE OF ETHICS UPDATE**

*Patrick Riley,  
New York State  
Association  
of REALTORS®,  
Reviews NAR's  
Standards of Practice  
Changes for 2007  
March 30, 1-3 p.m.,  
NWMAR Offices*

## **COMING EVENTS**

### **April 3**

New Member MLS Training, 8:30 a.m., NWMAR Offices

### **April 4-5**

Post-License Course/Orientation, 9 a.m., NWMAR Offices

### **April 4**

HOMES Magazine May Ad Deadline

### **April 12**

Board Meeting, 10 a.m., NWMAR Offices

### **April 13**

FREE First Friday Education, NWMAR Offices

### **April 16-25**

Pre-License Class, 8:30 a.m.-4:30 p.m., NWMAR Offices

### **April 26**

Agent Personal Safety Seminar, 9 a.m.

## **2007 Code of Ethics...Are You in Compliance?**

The National Association of REALTORS® released its Code of Ethics and Standards of Practice effective Jan. 1, 2007.

There are several additions to the Standards of Practice, particularly Article 12 that deals primarily with website or electronic advertising. Additions and revised standards of practice for 2007 include:

### **Article 12**

REALTORS® shall be careful at all times to present a true picture in their advertising and representations to the public. REALTORS® shall also ensure that their professional status (e.g., broker, appraiser, property manager, etc.) or status as a REALTOR® is clearly identifiable in any such advertising. (Amended 1/93)

**Revised Standard of Practice 12-5** - REALTORS® shall not advertise nor permit any person employed by or affiliated with them to advertise listed property in any medium (e.g., electronically, print radio, television, etc.) without disclosing the name of the that REALTOR®'s firm in a reasonable and readily apparent manner. (Adopted 11/86, Amended 1/07)

**New Standard of Practice 12-8** - The obligation to present a true picture in representation to the public includes information presented, provided, or displayed on REALTORS®' websites. REALTORS® shall use reasonable efforts to ensure that information on their websites is current. When it becomes apparent that information on a REALTORS®' website is no longer current or accurate, REALTORS® shall promptly take corrective action. (Adopted 1/07)

**New Standard of Practice 12-9** - REALTOR® firm websites shall disclose the firm's name and state(s) of licensure on a reasonable and readily apparent manner. Websites of REALTORS® and non-member licensees affiliated with a REALTOR® firm shall disclose the firm's name and that REALTOR®'s or non-member licensee's state(s) of licensure in a reasonable and readily apparent manner. (Adopted 1/07)

**New Standard of Practice 12-10** - REALTORS®' obligation to present a true picture in their advertising and representations to the public includes 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 content in any way that produces a deceptive or misleading result; or deceptively using metatags, keywords or other devices/methods to direct, drive or divert Internet traffic, or to otherwise mislead consumers. (Adopted 1/07)

**New Standard of Practice 12-11** - REALTORS® intending to share or sell con-  
(See *Ethics*, Page 2)

## **'Make the Connection' Quarterly Membership Meeting**

**With MAR President  
Chris Wilson**

**12 Noon, March 29  
NWMAR Offices**

**Reserve Your Place  
On Line at**

**[www.nwmar.net/events](http://www.nwmar.net/events)**

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sumer information gathered via the Internet shall disclose that possibility in a reasonable and readily apparent manner. (Adopted 1/07)

### **Article 15**

REALTORS® shall not knowingly or recklessly make false or misleading statements about competitors, their businesses, or their business practices. (Amended 1/92)

**New Standard of Practice 15-2** – The obligation to refrain from making false or misleading statements about competitors' businesses and competitors' business practices includes the duty to not knowingly or recklessly 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. (Adopted 1/07)

*If you have any questions regarding the 2007 Code of Ethics and Standards of Practice, please call Wendy Alley, Professional Standards Administrator, at 662-449-3553. To download or print a copy of the entire NAR 2007 Code of Ethics and Standards of Practice please visit [www.nwmar.com](http://www.nwmar.com).*

## ***NWMAR Welcomes 61 New Members in 1st Quarter***

Callicutt, Andrew, Callicutt Realty  
Callicutt, Jane, Callicutt Realty  
Davidson, Tess, New Century Realty  
Guy, Nancy, Crye-Leike of TN Exeter  
Scott, Jackie, Re/Max at Mallard Creek  
Anderson, Gordon, Keller Williams Realty  
Barksdale, Vickie, Crye-Leike Of MS-Olive Branch  
Bies, Shelly, Keller Williams Realty  
Bolton, Clint, Re/Max Advantage-Hernando  
Braswell, Bennie, Century 21 #1 Realty Group  
Cable, Sabra, Keller Williams Realty  
Carroll, Niki, Fowler Realty  
Cox, Kelly, Crye-Leike of MS-Olive Branch  
Dixon, Wynne, Bb Leigh & Associates  
Hampton, Angela, e/Max Advantage  
Hampton, Myra, Crye-Leike of MS-Olive Branch  
Harris, Amy, Reeves Williams  
Havens, Cyndi, Coldwell Banker-Northwest Realty  
Jones, Ashley, Crye-Leike of MS-Olive Branch  
Malone, Michelle, Re/Max Advantage  
Marshall, Chante, Coldwell Banker-Northwest Realty  
Murdock, Jeanna, Keller Williams Realty  
Parker, Samantha, Keller Williams Realty  
Polk, Ginger, New Century Realty  
Prestage, Kim, Keller Williams Realty  
Rogness, Sharon, Austin Realty Group  
Russell, Chris, Vintage Realty  
Sparks, Sharon, Austin Realty Group  
Swan, Jackie, Crye-Leike of MS-Olive Branch  
Thompson, Lachoya, Keller Williams Realty  
Williams, Wanda, Keller Williams Realty  
Wilson, Wendy, Bob Leigh & Associates  
Allen, Victoria, Benchmark at Southwind  
Blakely, William, Eagle Appraisals  
Bobo, Donna, East Coast Realty  
Bolton, Brooks, Elite Realtors  
Brumley, Terry, Keller Williams Realty  
Carr, Elbert, Crye-Leike of TN-Hickory Ridge  
Crutcher, L. Ann, Appraisal Associates Inc.  
Earnest, Sharon, Jennae Inc.

Elkins, Jana, Century 21 Family Realtors  
Evans, Phillip, Re/Max at Mallard Creek,  
Ferguson, Tedra, Weichert Realtors Chapman  
Folda, Andrea, Crye-Leike of TN-Germantown,  
Fox, Heather, Crye-Leike of TN-Germantown,  
Hitchcock, Brian, Benchmark at Southwind,  
Jackson, Neal, Crye-Leike of TN-Quail Hollow,  
King, Linda, Faxon Gillis Homes  
Lamar, A.J. Jr., Lamar Brokerage Firm  
Lynch, Timothy, Crye-Leike of TN-Quail Hollow,  
McFerren, Ken, Destiny Realty Co.  
Payne, Trina, Performance Realtors  
Phillips, Molly, Re/Max Elite-Collierville  
Prewitt, Ann, Prudential Ann Prewitt Realty  
Robinson, Tom, Re/Max On-Track,  
Roser, George, Keller Williams Realty  
Stackhouse, Shelly, Vintage Realty  
Swift, Michael, Swift Appraisal Service  
Thomas, Wonda, Destiny Realty Co.  
Watson, Adam, The Carter Group Realtors  
Williams, Lillie, Re/Max Elite

### ***New Affiliate Members***

#### **STAR**

Terminator Pest Control                      Chandler Reports

#### **GOLD**

Community Mortgage Corp.                      Citizens National Bank  
Countrywide Home Loans                      Wells Fargo Home Mortgage  
Eagle Mortgage and Funding                      Edward Jones Investments  
First Tennessee Home Loan

#### **AFFILIATES**

Chambliss Builders                      Southpoint Financial Svcs.  
Home Market Magazine                      Pulaski Mortgage  
Amerispec Home Inspections                      Advantage Mortgage Corp.  
Amerispec Home Inspections                      DeSoto Home Mortgage  
First National Financial Title Svcs.                      Attaway Home Inspections  
Desoto Home Inspection Services                      George B. Ready, Atty.  
Bullseye Home Inspections, LLC                      Renasant Bank-Mortgage  
Advantage Mortgage Corp., Inc.