

QUESTION OF THE MONTH

“Can I advertise another brokers listing on my web site?”

Article 12 of the Code of Ethics requires that REALTORS be truthful in all advertising they do, and Standard of Practice 12-4 states clearly that “REALTORS shall not offer for sale/lease or advertise property without authority.”

As a listing broker you obtain authority from the seller to advertise the property. But if the property isn't your listing, you would need to obtain authority from the listing broker before you promote the home, even if your ad gives credit to the other company as the listing agent.

The same principle holds true for displaying another brokers' listings on your Web site, with one big exception: If you obtain another brokers' listings as a part of your MLS's Internet Data Exchange system, that means the broker has already agreed to give other brokers the authority to display all of those listings.

Each MLS has rules that specify the process and format for displaying other brokers' listings on the Web. For example, your MLS "s IDX rules may require that the listing brokers' name appear in the online ad and that you display a particular" IDX logo" on other brokers' listings. As long as you're using your MLS IDX system and you're following your MLS rules, you have the authority to display other brokers' listings on your Web site.

If you have any ethical questions you can contact Steve at stazels@msn.com

