Ethics Citation Policy

The Goldsoboro-Wayne County Association of REALTORS® is committed to upholding the highest principles of our association and ensuring that our members uphold, respect, and adhere to the REALTOR® Code of Ethics.

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. (Amended 1/08)

How it Works

The Citation Policy is easy to use. If you find an Article 12 violation, as outlined in the policy, submit Form #E-1 – Ethics Complaint, attach documentation, sign, and submit.

Once the complaint and corresponding documentation is reviewed, the Grievance Committee will determine if the complaint fits the Citation Policy. If all information received appears true at its face value, the Grievance Committee will issue a citation.

The Respondent will have 20 days to either accept the citation or request a hearing. If accepted and fines paid, the resolution shall be deemed final and not subject to further review. Case Closed!

If the Respondent chooses not to accept, they may request a hearing, that process will be conducted in the manner outlined in the National Association of REALTORS® Code of Ethics Manual.

All complaints are anonymous unless the Respondent requests a hearing. At that time, if the complainant wants to continue to be anonymous, the Grievance Committee will become the complainant.

Escalating Fine Schedule

Offense	Fine
1st Offense	$50.00 Fine
2nd Offense	$100.00 fine and training
3rd Offense	$250.00 and training

Schedule of Fines

Article 12	Applicable Article/ Standard of Practice
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. *(Amended 1/08)*	Article 12
REALTORS® must not represent that their brokerage services to a client or customer are free or available at no cost to their clients, unless the REALTOR® will receive no financial compensation from any source for those services. *(Amended 1/22)*	Article 12, supported by Standard of Practice 12-1
The offering of premiums, prizes, merchandise discounts or other inducements to list, sell, purchase, or lease is not, in itself, unethical even if receipt of the benefit is contingent on listing, selling, purchasing, or leasing through the REALTOR® making the offer. However, REALTORS® must exercise care and candor in any such advertising or other public or private representations so that any party interested in receiving or otherwise benefiting from the REALTOR®'s offer will have clear, thorough, advance understanding of all the terms and conditions of the offer. The offering of any inducements to do business is subject to the limitations and restrictions of state law and the ethical obligations established by any applicable Standard of Practice. *(Amended 1/95)*	Article 12, supported by Standard of Practice 12-3

REALTORS® shall not offer for sale/lease or advertise property without authority. When acting as listing brokers or as subagents, REALTORS® shall not quote a price different from that agreed upon with the seller/landlord. *(Amended 1/93)*	Article 12, supported by Standard of Practice 12-4
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 either in the advertisement or in electronic advertising via a link to a display with all required disclosures. *(Adopted 11/86, Amended 1/16)*	Article 12, supported by Standard of Practice 12-5
REALTORS®, when advertising unlisted real property for sale/ lease in which they have an ownership interest, shall disclose their status as both owners/landlords and as REALTORS® or real estate licensees. *(Amended 1/93)*	Article 12, supported by Standard of Practice 12-6
Only REALTORS® who participated in the transaction as the listing broker or cooperating broker (selling broker) may claim to have "sold" the property. Prior to closing, a cooperating broker may post a "sold" sign only with the consent of the listing broker. *(Amended 1/96)*	Article 12, supported by Standard of Practice 12-7
The obligation to present a true picture in representations 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 REALTOR®'s website is no longer current or accurate, REALTORS® shall promptly take corrective action. *(Adopted 1/07)*	Article 12, supported by Standard of Practice 12-8
REALTOR® firm websites shall disclose the firm's name and state(s) of licensure in 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)*	Article 12, supported by Standard of Practice 12-9
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	Article 12, supported by Standard of Practice 12-10

either attribution or without permission; or 5) otherwise misleading consumers, including the use of misleading images. *(Adopted 1/07, Amended 1/18)*	
REALTORS® intending to share or sell consumer information gathered via the Internet shall disclose that possibility in a reasonable and readily apparent manner. *(Adopted 1/07)*	Article 12, supported by Standard of Practice 12-11
REALTORS® shall not: 1) use URLs or domain names that present less than a true picture, or 2) register URLs or domain names which, if used, would present less than a true picture. *(Adopted 1/08)*	Article 12, supported by Standard of Practice 12-12
The obligation to present a true picture in advertising, marketing, and representations allows REALTORS® to use and display only professional designations, certifications, and other credentials to which they are legitimately entitled. *(Adopted 1/08)*	Article 12, supported by Standard of Practice 12-13