

Don't crowdsource  
legal advice

# Potential breach of confidentiality

Differences among state  
laws can lead to  
confusion, misapplication  
of law

Disclose payments  
received for  
promotional activities

# Understand antitrust basics

# Group boycotts

# Price fixing

# Avoiding defamation pitfalls



# Know and follow the NAR Code of Ethics

# Resources

- NAR Antitrust Field Guide: <https://www.nar.realtor/field-guides/field-guide-to-antitrust>
- FTC Endorsement Guide: <https://www.ftc.gov/tips-advice/business-center/guidance/ftcs-endorsement-guides-what-people-are-asking>
- NAR Law & Ethics Resources: <https://www.nar.realtor/law-and-ethics>
- NAR Code of Ethics: <https://www.nar.realtor/code-of-ethics>