

**NATIONAL ASSOCIATION OF REALTORS®**  
**Code of Ethics Video Series**

**Article 12**  
**Discussion Questions**

Review and discuss the changes to Article 12, along with the two new Standards of Practice that became effective in January 2008. (Found in the video Support Materials).

What does Article 12's "true picture" requirement mean to you and your firm?  
How do you comply?

When advertising, how does your firm explain the terms and conditions for inducements (prizes, premiums, and discounts) to list, sell, or lease property?  
(Standard of Practice 12-3)

Is your firm name always displayed when advertising the firm's listed properties?  
(Standard of Practice 12-5)

Who can claim to have "sold" a property? (Standard of Practice 12-7)

Discuss how Standards of Practice 12-8 through 12-12 relate to websites and the Internet.

**Question added 8/2012**

Does your firm use Twitter, text messaging, "thumbnails" and other forms of limited electronic displays of property information or services? If so, are you careful to link to a full display that includes all required disclosures? (Standard of Practice 12-5, amended 1/11)

**Important note added 2/2014**

In 2014, Standard of Practice 12-10 was amended to clarify that presenting content developed by others without either attribution or without permission violates Article 12 and could subject the REALTOR® to disciplinary action.

(Revised February 2014)

