



LAKESHORE WAVES

FEBRUARY 22, 2010



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Visit us at www.wmlar.com

2010 MARK'S WMLAR'S 10th ANNIVERSARY OF OUTSTANDING PROGRAMS AND SERVICES TO REALTORS!

DATES TO REMEMBER

- Feb 25 **BOD Mtg**—8:30am, WMLAR Classroom
- Mar 4 **REALTORS Who Care Mtg**—9am, WMLAR
PR Mtg—10:15am, WMLAR
- Mar 10-11 **New Member Orientation**, WMLAR
- Mar 11 **Education Committee Mtg**—9am, WMLAR
- Mar 17 **Gov't Affairs Committee Mtg**—10am, WMLAR
- Mar 18 **MLS BOD Mtg**—9am, WMLAR



MEMBERSHIP DROPS

Connie Peterson, Community Shores Bank

MEMBER TRANSFERS

Lan Huynh from Five Star Lakeshore to Keller Williams Realty-Holland

Sharon Johnson from Prudential Clyde Hendrick-Musk to Greenridge Realty-Muskegon

Heather Fielstra from Prudential Clyde Hendrick-Musk to Greenridge Realty-Muskegon

Barbara Szot from Prudential Clyde Hendrick-Musk to Greenridge Realty-Muskegon

Linda VanDam from Paragon Bank to United Federal Credit Union-Holland

NEW MEMBER

Sherri Gradisher, RE/MAX Muskegon



DON'T ADVERTISE IT WITHOUT 'AUTHORITY'

Bruce Aydt, Sr VP & general counsel of Prudential Alliance, Realtors in St. Louis and a former Chair of NAR's Professional Standards Committee

Question: *Would it be ethical for me to advertise a property that appears in the multiple listing service even if I'm not the listing agent? I'd like to include information about a particular property in a newspaper ad. But I'm wondering if I need to first contact the listing broker for permission?*

Answer: Yes, you do. There are a couple of issues to consider here. When it comes to advertising, the key concept in the Code of Ethics is the 'true picture' test. **Article 12 of the Code says**, "REALTORS® shall be honest and truthful in their real estate communications and shall present a true picture in their advertising, marketing, and other representations."

Standard of Practice 12-4 goes one step further and requires 'authority' to advertise a listing: "REALTORS® shall not offer for sale/lease or advertise property without authority."

Where does 'authority' to advertise a listing come from? It starts with sellers giving the listing broker permission to advertise and market their property. That authority is general established in the listing agreement. The listing broker may have been given authority in the listing agreement to allow other brokers to advertise as well. But just because the property appears in the MLS doesn't mean that other brokers have any right or authority to advertise the listing in a newspaper or in other media, absent permission from the listing broker.

It should be noted that IDX rules of REALTOR® association-owned and -operated MLSs enable listing brokers to give other participants blanket authority to advertise the listing broker's listings on their Web sites. However, the authority granted under IDX rules does not apply to other media such as newspapers.

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