

## **TRENDING TOPIC: Misrepresenting Property Market Value**

**Article 1 of the Code of Ethics: “...REALTORS® pledge themselves to protect and promote the interests of their client...”**

**Standard of Practice 1-3 of the Code of Ethics: “REALTORS®, in attempting to secure a listing, shall not deliberately mislead the owner as to market value.”**

It is unethical to either recommend a list price higher or lower price than market data, conditions or circumstances support.

As REALTORS®, our primary obligation is to protect and promote our clients' best interests- and in all but the most unusual of circumstances- that means getting our seller client the best offer in combination of price, terms & time. So when we are advising a client on values, we must do our due diligence in analyzing current market data, market conditions and any unique circumstances of our client in making a list price recommendation.

Purposely recommending or just agreeing with a client to list at a higher than market price for a property just to get the listing is not only unethical, but seriously undermines the possibility the client will achieve the goal of best offer in price & terms in the most reasonable period of time- and it damages the public's trust of all REALTORS®' that are committed to protecting and promoting the best interest of their clients.

The decision to take an overpriced listing after giving documented advice as to value is the individual decision of each REALTOR®.

Equally unethical is recommending a list price much lower than market data, conditions or circumstances support for the purpose of a “faster sale” or for an “inside deal” for the benefit of anyone other than the seller client.

It is our ethical obligation under Article 1 of the Code of Ethics to properly advise clients as to the consequences of over or under listing a property.