



CASE #2 To Report or Not to Report

Janet Jones has been a real estate agent for over 20 years and has seen her share of competitor advertising in the local neighbourhood. She loves seeing the creative approach of some of her fellow practitioners but admits she can get frustrated when seeing material which skirts the lines of compliance. Janet thinks of a bus bench she sees on her daily drive to the office which claims that Terry Turnkey is the “#1 REALTOR®” in the area; however, the ad has no disclaimer nor a reference to where the statistics used to make the claim originated. She questioned Terry, but he did not seem too concerned and simply said he would “look into the rules.” That was months ago. Janet doesn’t really want to create conflict with another agent, but she feels the bench is misleading to the public and gives Terry an unfair edge in the market. Janet decides to call her real estate board to report the advertisement.

Discussion Guide:

Please consider and discuss the following questions with another in the real estate industry.

- **Was Janet right to call her board regarding her concerns of Terry’s bench claim? Why or why not?**
- **What are the other actions Janet could have taken?**
- **What legislation/rule/guideline could Janet have referred to for guidance?**

Once you have reviewed and discussed the case study questions, please click [here](#) for other possible considerations.