

## San Diego Association of REALTORS® (SDAR) Advertising Policy

1. **Advertising.** Advertising refers to any paid form of electronic, print, video, audio or multi-media messages relating to a product and/or service to SDAR members.
2. **Editorial Independence.** SDAR recognizes and maintains a distinct separation between advertising content and editorial content. SDAR does not allow advertisers or sponsors to influence or change editorial decisions in the creation of content. SDAR may require advertiser to label content “advertising.”
3. **Selection of Advertising.** SDAR will not accept advertising that is not in good taste, dangerous or harmful, contains false or misleading claims or is offensive to any individual or group based on age, color, national origin, race, religion, sexual orientation or handicap.
  - a. **Truth.** Advertising must be truthful and should not misrepresent or mislead the reader. This includes “bait and switch” advertising that creates a false impression of an offer, product or service, then attempts to switch readers to other goods or services.
  - b. **Guarantees and Warranties.** Terms and conditions must be explicitly stated. If space or time restrictions preclude disclosures, the advertisement must reveal where the full text of guarantee or warranty can be examined.
  - c. **Not Acceptable.** SDAR does not accept advertising related to alcohol, tobacco, or pornography. SDAR does not accept advertising which may injure the good name or reputation of SDAR, C.A.R. or NAR
4. **Compliance with Laws.** It is the responsibility of the advertiser to comply with federal, state and local laws and regulations. SDAR does not monitor compliance of third-party advertisers, but may remove advertising should SDAR become aware of noncompliance with such laws.
5. **Compliance with C.A.R. and NAR.** All advertisements shall comply with California Association of REALTORS® (C.A.R.) regulations and National Association of REALTORS® (NAR) regulations and Code of Ethics. This includes proper use of the term REALTOR®.
6. **Discretion to Publish.** SDAR may, in its sole discretion, decide not to publish advertising deemed in violation of its advertising policy or bylaws. SDAR acceptance of advertising is not a recommendation or endorsement of product or service.
7. **Modification.** SDAR, subject to Board of Directors approval, reserves the right to modify this policy at any time without prior notice.

Approved by B of D: 8/10/07