

Manipulating Images Used in Advertising

Bylaw 726 prohibits a registrant from undertaking or authorizing an advertisement that is false, inaccurate, or reasonably capable of misleading the recipient or intended recipient.

This prohibition also applies to any pictures or graphics that accompany listings of properties for sale.

Marketing a property effectively means making sure that buyers see its full potential. To this end, professional photographers and companies that offer staging services have become an integral part of advertising for many registrants.

There is a line, however, between staging a property in a manner that best showcases its features and using software to enhance or retouch pictures of a property in order to eliminate evidence of damage and other defects. While registrants listing properties for sale want to put a property's best foot forward in their advertising, using Photoshop or other digital image manipulation software to improve a property is not appropriate and may be found to constitute a breach of Bylaw 726.

Potential buyers should be able to believe their eyes when they look at the advertisements that registrants are creating to market their listings.