

COMPLAINT NUMBER	16/411
COMPLAINANT	T Halliday
ADVERTISER	Don Ha Real Estate
ADVERTISEMENT	Don Ha Real Estate Unaddressed Mail
DATE OF MEETING	25 November 2016
OUTCOME	No Grounds to Proceed

Advertisement: The unaddressed mail advertisement for Don Ha Real Estate featured new sections for sale at 198 Mahia Rd Wattle Park. The text in the advertisement included the phrase “Prestigious Wattle Downs address”. The advertisement included a photo of the land for sale and a map of the available subdivisions.

The Chair ruled there were no grounds for the complaint to proceed.

Complainant, T Halliday, said: “Don Ha is advertising their new subdivision as being “prestigious Wattle Downs” address. This is false and extremely misleading as the area it is located in is a long way from Wattle Downs. This is obviously being done in order to inflate the asking price for the sections and would seem to be a form of ‘hucksterism’ or even the work of ‘con artists’.”

The relevant provisions were Code of Ethics - Basic Principle 4, Rule 2.

The Chair noted the Complainant’s concern that it was misleading to describe the area advertised as Wattle Downs as “it is a long way from Wattle Downs”.

The Chair said both the Google maps address and the NZ Post website (Post Code finder) indicated that 198 Mahia Rd was located within the suburb of Wattle Downs.

Therefore, the Chair ruled the advertisement had been prepared with a due sense of social responsibility to consumers and there was no apparent breach of Basic Principle 4 or Rule 2 of the Code of Ethics.

Chair’s Ruling: Complaint **No Grounds to Proceed**