

<b>COMPLAINT NUMBER</b>	17/265
<b>COMPLAINANT</b>	N Gray
<b>ADVERTISER</b>	Top Gun Real Estate
<b>ADVERTISEMENT</b>	Top Gun Real Estate, Radio
<b>DATE OF MEETING</b>	14 August 2017
<b>OUTCOME</b>	No Grounds to Proceed

**Advertisement:** The radio advertisement for Top Gun Real Estate, has three agents discussing how they have perfected the art of negotiation. The female agent says in part – “You’ve got to recognise the signs, ‘emotional buyers’ – When they’ve made that emotional commitment to a property, they’re going to buy it and that gives you a better ability to get a higher price out of them...”

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

**Complainant, N Gray, said:** I want to complain about a radio advert featured on the hits Dunedin. Its from topgun real estate. One of the lines is from a lady talking about emotional buyers and how you can get the most money out of them. Granted while this is true, it should not be on the radio. This is their business and something like this shouldnt be flaunted on the radio.

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

**The Chair** noted the Complainant’s concern that the mention of emotional buyers by the Real Estate agent demonstrated the exploitation of house buyers by the industry.

While the Chair said it was unusual for a sales person to disclose specific sales techniques, it was not offensive and may even help consumers entering into real estate negotiations.

The Chair ruled the advertisement was making a statement of fact and had been prepared with a due sense of social responsibility to consumers and there was no apparent breach of the Code of Ethics

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

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