

<b>COMPLAINT NUMBER</b>	17/428
<b>COMPLAINANT</b>	P. Sedgeman
<b>ADVERTISER</b>	Harcourts Cooper and Co Real Estate Albany
<b>ADVERTISEMENT</b>	Digital Marketing
<b>DATE OF MEETING</b>	30 November 2017
<b>OUTCOME</b>	No Grounds to Proceed

**Advertisement:** The Harcourts rental listing on [www.realestate.co.nz](http://www.realestate.co.nz) for a 5 bedroom, 2 bathroom house in the North Shore, Auckland stated, in part: “2 min drive to BP station 5 min access to the motorway.”

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

**Complainant, P. Sedgeman, said:** “The add for the property states 5 mins access to the motorway, this is misleading. I live next door to this house and most trips to the motorway take 10 to 20 mins. A Google maps search will give you a typical travel time of 5 mins if you travel during the night.”

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

**The Chair** noted the concerns of the Complainant it took longer than five minutes to drive to the motorway was misleading.

The Chair was of the view the claim in the advertisement that it only takes 5 minutes to get to the motorway was unlikely to mislead people as to the proximity of the motorway to the house. In her view the advertisement promoted the benefits of the property and while she appreciated that traffic congestion may affect the time quoted, in her view this did not make the statement misleading.

The Chair said the advertisement was unlikely to mislead or deceive people and was not in breach of Rule 2 of the Code of Ethics. She said the advertisement had been prepared with the due sense of social responsibility required by Basic Principle 4 of the Code of Ethics.

Accordingly, the Chair said the complaint had no grounds to proceed.

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