

COMPLAINT NUMBER	19/131
COMPLAINANT	R Parkes
ADVERTISER	One Roof Ltd
ADVERTISEMENT	One Roof, Digital Marketing, Radio, Television
DATE OF MEETING	25 March 2019
OUTCOME	No Grounds to Proceed

Advertisement: The multi-platform advertising campaign for the OneRoof.co.nz website and app states that it provides all the information buyers, sellers, renters and homeowners need to make smarter decisions in one place.

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

Complainant, R Parkes, said: One Roof clearly state that in their advertising and web site information that they are the one source for all the listings related to property sales in NZ. This is actually incorrect and false advertising as they only list properties being sold by Real Estate agents and refuse to list any Private Sales.

The information on their web site per the link below clearly states the above as does their advertising.

<https://www.oneroof.co.nz/news/welcome-to-oneroof-32763>

Plus various adverts placed on radio and television advertising all things property under one roof...

The relevant provisions were Advertising Standards Code - Principle 2, Rule 2(b).

The Chair noted the Complainant's concern One Roof's advertising was misleading by claiming it was the one source for all listings when the site did not include private sales. The Chair noted the Complainant had referred to radio and television advertising but was not able to provide time, date and channel information. In considering the complaint before her, the Chair referred to the website and Facebook advertisements.

The Chair noted the context for the statement on the One Roof website which said in part:

"Until now there hasn't been one source for all the listings, analysis and content that savvy property buyers and renters need to and make an informed decision on their next home. OneRoof is changing this, with comprehensive home listings, the latest property insights, and exhaustive suburb data including property values, local schools, crime statistics and commute times."

The Facebook advertisement said: "One Roof enhances NZ's latest real estate with the latest property and market insights to help make your property decisions easier. Local schools, crime stats, commute times, property values, market trends. You'll find it all – and more under OneRoof."

The Chair considered the statement 'One source for all the listings' was a promotional reference to the breadth of services OneRoof claimed to offer compared to other platforms. The Chair said most consumers would be aware that some platforms that list real estate included private sale properties while others focus on properties listed by agents.

Taking into account context, medium, audience and product, the Chair said the advertising did not meet the threshold to mislead, deceive or confuse consumers and ruled that it was not in breach of Principle 2 or Rule 2(b) of the Advertising Standards Code.

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

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

APPEAL INFORMATION

According to the procedures of the Advertising Standards Complaints Board, all decisions are able to be appealed by any party to the complaint. Information on our Appeal process is on our website www.asa.co.nz. Appeals must be made in writing via email or letter within 14 days of receipt of this decision.