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| <b>COMPLAINT NUMBER</b> | 21/343                            |
| <b>ADVERTISER</b>       | Mike Pero Real Estate             |
| <b>ADVERTISEMENT</b>    | Mike Pero Real Estate, Television |
| <b>DATE OF MEETING</b>  | 23 July 2021                      |
| <b>OUTCOME</b>          | Settled – advertisement removed   |

**Advertisement:** The television advertisement promotes Mike Pero Real Estate by showing a montage of different people giving positive testimonials. The advertisement then cuts to Mike Pero who states that "over the last 30 years, thousands of kiwis like [those who gave testimonials] have trusted the Mike Pero name when it comes to getting in and out of their homes".

**The Chair ruled the complaint was Settled**

**Complaint:** This advertisement states that Mike Pero Real Estate has been in business for 30 years. This is not true. Before embarking on real estate about 3 years ago Mike Pero had a mortgage business.

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

**The Chair** noted the Complainant was concerned the advertisement was misleading to imply the Advertiser has been involved in real estate sales for 30 years.

The Chair accepted the complaint to go before the Complaints Board to consider whether the Advertising Standards Code had been breached. As part of the self-regulatory process, Advertisers have the option of amending or removing their advertising to comply with the Advertising Codes.

Upon receipt of the complaint, the Advertiser confirmed it had removed the advertisement and replaced it with adverts that do not reference 30 years in relation to the real estate business.

Given the Advertiser's co-operative engagement with the process and the self-regulatory action of removing the advertisement, the Chair said that it would serve no further purpose to place the matter before the Complaints Board.

The Chair ruled that the matter was Settled.

**Chair's Ruling:** Complaint **Settled – advertisement removed**

#### **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](http://www.asa.co.nz). Appeals must be made in writing via email or letter within 14 calendar days of receipt of this decision.