

be obtained when the interest of any party to the transaction requires it.

(20) The licensee shall be careful at all times to present a true picture in the licensee's advertising and representations to the public. The licensee shall neither advertise without disclosing the licensee's name nor permit any person associated with the licensee to use individual names or telephone numbers unless such person's connection with the licensee is obvious in the advertisement.

(21) The licensee shall not advertise services as free, nor offer or promise gifts or other incentives to encourage listings, sales, rentals, furnishing of information leading to sales listings or rentals.

(22) The licensee for the protection of all parties shall see that financial obligations and commitments regarding real estate transactions are in writing, expressing the exact agreement of the parties. A copy of each agreement shall be furnished to each party and the licensee shall encourage members of the public to seek interpretations of agreements, documents or contracts from their own lawyer when they are in doubt with respect to such documents.

(23) The licensee shall not engage in any practice or take any action inconsistent with the agency of another licensee.

(24) In the sale of property which is exclusively listed with a licensee, the licensee shall utilize the services of other brokers upon mutually agreed upon terms when it is in the best interest of the licensee's client. Negotiations concerning property which is listed exclusively shall be carried on with the listing broker, not with the owner, except with the consent of the listing broker.

History: Cr. Register, November, 1976, No. 261, eff. 12-1-76; r. (25), Register, June, 1978, No. 270, eff. 7-1-78.