



What's going on with Lawsuits in Advertising

Victoria Peach

Let's Review.

- HUD vs. Facebook
- Moehrl v. NAR*
- Florida's Texting Cases
- ADA & Zillow Group

OPINION

What the bombshell buyer-side lawsuit means for Realtors

If the court rules in favor of plaintiffs, Realtor associations evaporate, the MLS likely dies off and the entire infrastructure of residential real estate has to be remade

BY ROBERT HAHN   March 08, 2019

HUD **vs.** Facebook

HUD is suing Facebook for allowing advertisers to violate Fair Housing laws.

This suit is going to go down the funnel, to potentially **you**.



NATIONAL

HUD Hits Facebook For Allowing Housing Discrimination

Moerhl vs NAR*

Next there's a **big class action lawsuit** taking aim at buyer broker compensation rules.

This began with a home seller who is claiming NAR, MLSs and big franchises are conspiring to keep commissions high in an act of anti-trust.

These are the lawyers that stood against Big Tobacco.

The suit states that it will represent any sellers who paid a broker commission during the sale of their property in the last four years in areas covered a number of Regional MLS.

The suit includes NC specifically.



Bankrate®



APRIL 10, 2019 in **REAL ESTATE**

Class-action lawsuit takes aim at real estate commissions

Watch the Texting

Real estate companies sued over unsolicited text message spam

Two Fort Lauderdale-based law firms have teamed up to file lawsuits against Florida's Coldwell Banker Residential Real Estate, Maxim Realtors and Marzucco Real Estate

Two FL law firms have pursued legal action with 3 real estate companies over text SPAM.

Same situation with a case against cold calling.

...do these texts look familiar?

Text Message
Today 11:02 AM

Hello J, Hope you're having a superb day! Did you get my email yesterday? If not what is your email and I will resend it. I would love the to sit down with you sometime this week or weekend and talk about what we can do to get your home sold within 60 days!

Jordan Musumano / Marzucco Real Estate / [Zillow.com/profile/JMusumano](https://www.zillow.com/profile/JMusumano)

(If your home is already listed with an agent than please disregard this text or reply "stop")

+1 (954) 613-8213 >

Text Message
Friday 9:12 AM

OPEN HOUSE THIS WEEKEND AT 10130 SW 166 CT, MIAMI, FL!!! Come see this home for sale Feb 17 from 12-5pm. Click <https://10130SW166Ct.IsHomeNow.com> to learn more.

+1 (833) 778-2774 >

Text Message
Today 3:06 PM

Our last two FSBO's we listed and sold in 5 days and 24 days on market. The market is shifting. Going to open market is going to increase your chances to sell a lot quicker. We charge 5% and reduce to 4% if we procure our own buyer. We can get your property live in less than 24 hours. Catch the tail end of season! Call us today for our complete marketing plan. Steve Daria / Florida Real Estate Broker / Maxim Realtors



ADA & Zillow Group

- Zillow is being sued for its inaccessibility to the visually impaired
- Buttons & Images
- What it means to have an ADA compliant site
- How you can market this

McKinney Realty, LLC strives to have an accessible website for all users. If you notice any accessibility issues or have problems viewing content, please let us know [on our contact page](#) or give us a call at [715-798-3445](tel:715-798-3445). McKinney Realty, LLC is open to any suggestions that might improve the accessibility of our website.

The Solution

Drinking. Heavily.

There's a bar nearby with \$14 craft cocktails.

You Can't Plea Ignorance

This you're definitely familiar with. Dig into the details of Facebook and find ad strategies that keep you compliant but are still optimized for your audience.

Use Accessibility as a Tool

Really market your site as ADA compliant if you have made it so. This has huge appeal to a wide audience, and will make sure you avoid and future issues.

Find a Trusted Partner

The best way that you can stay on top of your workload while still navigating the every changing waters of ad law is to find a partner you can trust to guide you through the legalities as the develop.

Thank you for attending

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