

## Advertising and Marketing Policy

### 1. Policy Statement

At **Propertyline (includes Propertyline Letting Ltd and its subsidiaries)**, we are committed to ensuring that all advertising and marketing materials for our lettings and estate agency services are **honest, accurate, professional, and compliant** with all applicable laws and industry regulations.

This policy sets out the standards we follow when promoting properties and services to landlords, tenants, buyers, and sellers, both online and offline.

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### 2. Purpose

The purpose of this policy is to:

- Ensure our marketing practices are transparent, fair, and not misleading
  - Comply with relevant advertising and consumer protection legislation
  - Maintain the trust of our clients and the wider public
  - Promote consistency and professionalism across all marketing platforms
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### 3. Scope

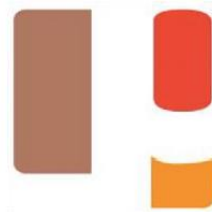
This policy applies to all forms of marketing and advertising conducted by **Propertyline**, including but not limited to:

- Property listings (online portals, websites, brochures)
  - Social media content
  - Email campaigns
  - Print advertisements
  - Signage (e.g. "For Sale" or "To Let" boards)
  - Verbal descriptions during viewings or telephone enquiries
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### 4. Legal and Regulatory Compliance

We adhere to the following key regulations and codes:

- **Consumer Protection from Unfair Trading Regulations 2008 (CPRs)**
- **The Business Protection from Misleading Marketing Regulations 2008**



- **The Property Ombudsman (TPO) Code of Practice**
- **The Committee of Advertising Practice (CAP) Code** – overseen by the **Advertising Standards Authority (ASA)**

All staff must ensure that property descriptions and marketing claims are accurate and not misleading, and that material information (e.g. tenure, lease length, fees) is clearly disclosed.

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## 5. Accuracy and Transparency

We commit to:

- Providing accurate and up-to-date property descriptions (e.g. size, number of bedrooms, key features)
- Clearly stating asking prices, rents, and any applicable fees (in line with the **Tenant Fees Act 2019**, where applicable)
- Avoiding exaggerated or misleading claims
- Indicating if images have been edited, enhanced, or digitally staged
- Promptly updating or removing listings once a property is no longer available

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## 6. Use of Photography and Media

- All photographs and videos must reflect the current condition of the property unless clearly stated otherwise
- Media must not be misleading in terms of space, lighting, or features
- Consent must be obtained from the property owner or tenant before taking or using any media for marketing purposes

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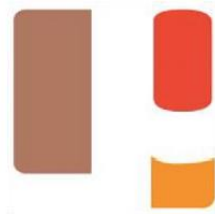
## 7. Digital and Social Media

- All social media posts must comply with the same standards as other advertising materials
- Staff must not share confidential or private client information on public platforms
- Negative or offensive comments about competitors, clients, or customers are strictly prohibited

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## 8. Signage and Promotional Materials

- “For Sale” and “To Let” boards will be placed only with the appropriate consent and in line with local planning regulations



- Boards will be removed promptly once the property is no longer available
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## 9. Ethical Considerations

We will:

- Treat all clients and prospective customers fairly and without discrimination
  - Not use high-pressure tactics or misrepresentation to secure instructions or sales
  - Not publish any material that could be deemed offensive, discriminatory, or unprofessional
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## 10. Monitoring and Review

All marketing materials will be reviewed by a senior team member prior to publication. Regular audits of active listings will be conducted to ensure continued compliance.

This policy will be reviewed annually or sooner if there are regulatory changes or identified areas for improvement.

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## 11. Complaints and Corrections

If a client, consumer, or regulator raises a concern about a marketing communication:

- It will be reviewed immediately by management
  - Corrections or retractions will be issued where appropriate
  - Lessons learned will be used to inform future practices
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## 12. Contact

For questions or concerns about this policy or a specific marketing issue, please contact:

### Marketing and Compliance Manager

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