

Are Your Advertisements Compliant?

Follow this 4-step checklist:

1. Collect an inventory of your advertising (e.g. bus bench ads, digital ads, flyers, brochures, billboards)
2. Assess whether or not your advertisements meet the requirements and clarifications. Things to look for:
 - ✓ Is your brokerage name/branding included?
 - ✓ Is your brokerage name/branding in a similar size or larger than other identifiers in the ad, such as your name or photo?
 - ✓ Do you have any prohibited words in your ads? If so, replace them. Remember 'real estate' and 'mortgage' are permitted when immediately followed by 'team' or 'group'.
 - ✓ Are you advertising yourself as an expert, or having significant experience? If so, know that RECA will hold you to a higher standard in a regulatory proceeding.
3. Review your brokerage's branding and/or advertising policies and procedures.
4. Make the necessary adjustments to your ads as soon as possible, and no later than October 1, 2019.