

General REALTOR[®] Advertising Guidelines

License Law

A licensee must include the name of the employing broker and the main phone number of the employing broker in all advertisements. The ad may also contain the licensee's name and other phone numbers or contact information (email, websites etc.) but these cannot be larger than the name and number of the broker. They may be of equal size.

Use of the term REALTOR[®]

The term REALTOR[®] is a registered trademark of the National Association of REALTOR[®]. It denotes membership in the REALTOR[®] organization. It may be used only in conjunction with your name. (EX. REALTOR[®] Jane Doe or Jane Doe, REALTOR[®]). It may not be used in combination with descriptive words or phrases (EX. Your Buyer's REALTOR[®] or Main Street, USA's REALTOR or Number one REALTOR, etc.)

Team Names

When two or more licensees wish to form a team the team name must be the name of one of the licenses on that team. For example, John Doe and Jane Smith may advertise themselves as the John Doe Team or the Jane Smith Team. They may not advertise as the Doe-Smith or Smith-Doe team or use a fictitious name.