

Real Estate Advertising Rules At A Glance

To identify requirements, begin with rules for "All Advertising" and build, by adding "Advertising a Specific Property" and "Advertising Licensee Owned Property", if applicable.

All Advertising:

520-1-.09

1. Is not misleading
2. Does not discriminate
3. Is in the name of the broker
4. Is reviewed and approved by the broker

Advertising a Specific Property

5. Must have owner's permission
6. Broker's name equal or greater size, frequency or prominence than agent(s)
7. Broker's telephone number equal or greater size, frequency or prominence than agent(s)

Advertising Licensee Owned Property

8. Written notification to Broker
9. Broker's written consent and approval
10. Includes appropriate licensee disclosure

Complete rules on advertising can be found in Chapter **520-1-.09**