

GUIDELINE OF THE STATE REAL ESTATE COMMISSION INTERNET ADVERTISING

Given this age of electronic communication, the Commission developed this Guideline to address communications and advertising via the web, e-mail and other medium.

In every advertisement, regardless of its form, the requirements of §35.305 must be met. In addition to meeting those requirements:

1. A **licensed firm** advertising or marketing on a site on the Internet must include on EACH PAGE of the site on which the firm's advertisement or information appears the following data:

- a. the firm's name as registered with the Real Estate Commission (abbreviations are not permitted);
- b. the city, state/province, and *country in which the firm's office is located; and
- c. all jurisdictions in which the firm holds a real estate broker license (*including the license number).

2. A **licensee** advertising or marketing on a site on the Internet must include on EACH PAGE of the site on which the licensee's advertisement or information appears the following data:

- a. the licensee's name;
- b. the name of the firm with which the licensee is affiliated as that firm name is registered with the commission (abbreviations are not permitted);
- c. the city, state/province, and *country in which the licensee's office is located; and
- d. the regulatory jurisdiction(s) in which the licensee holds a real estate broker or salesperson license (*including the license number).

3. A **licensed firm communicating using any Internet electronic communication** including but not limited to (e-mail, e-mail discussion groups, instant messenger, chat, VON, and bulletin boards) must include the following data in each communication.

a. the name of the firm with which the licensee is affiliated as that firm name is registered with the commission (abbreviations are not permitted);

b. the city, state/province, and country* in which the licensee's office is located; and

c. the regulatory jurisdiction(s) in which the licensee holds a real estate broker license (*including the license number).

4. A **licensee using any Internet electronic communication** for advertising or marketing, including but not limited to e-mail, e-mail discussion groups, websites and bulletin boards, must include on the first page of all communications the following data:

a. the licensee's name;

b. the name of the firm with which the licensee is affiliated as that firm name is registered with the commission (abbreviations are not permitted);

c. the city, state/province, and *country in which the licensee's office is located; and

d. the regulatory jurisdiction(s) in which the licensee holds a real estate broker or salesperson license (*including the licensee number).

* Although not required, recommended

Adopted by the State Real Estate Commission, this 15th day of November, 2005.

Beverly R. Brookes, Chairman
State Real Estate Commission

[This Guideline was previously an internal policy.]