

# BASIC ELEMENTS OF ADVERTISING

Required By AREC



## Individual:

Company Name as Licensed  
(Except: LLC., Co., Inc.)

**OR**

Qualifying Broker's Name

## Teams:

- Qualifying Broker's Name

**OR**

Company Name as Licensed

- Team Name - must include  
"Team" or "Group"
- A Team Member's Name

# ADVERTISING AS LICENSED

## Rules and Definitions



**Licensed as “XYZ Realty Southeast DBA XYZ Realty Best Company & Affiliates”**

- Can advertise as either "XYZ Realty Southeast" or "XYZ Realty Best Company & Affiliates" or both
- Cannot advertise as XYZ Realty
- A logo that simply says “XYZ” will not suffice

# SOCIAL MEDIA ADVERTISING

## Guidelines

- We will not click "see more" and will not click links or other items to have to find your company name, because this would not be considered prominent.
- If you are advertising using a video or clip, say or show the company name at the beginning of the video/clip.
- If you are advertising on a website, we will not scroll down to the bottom of the website to find your company.

# SOCIAL MEDIA ADVERTISING

## Guidelines

For social media websites, look at both your social media page and posts. Treat them as 2 separate items.

- If on your social media page you indicate you are a licensee, then you must have your company prominently displayed on your page.
- If in your social media post you indicate you are a licensee, then you must have your company name prominently displayed in your post. Again, we will not click “see more” in posts.

# SOCIAL MEDIA ADVERTISING

## Guidelines

- Anything indicating you are a licensee is considered advertising. Examples of this could be you holding a for sale or sold sign in a picture, you advertising you are a realtor, you discussing housing market trends, etc.
- Make sure if you post/share someone else's listing you do not make it appear as if it is your listing and it is best practice to get permission before doing so.
- Advertise your company name word for word exactly as licensed with AREC. Advertise your team name word for word exactly as registered with your team leader.

# PRINT MEDIA



## Business Cards, Billboards, Signage

- Company name or qualifying broker name has to be “prominently” displayed
- Company name must be a font size that is equal to or larger in size than any other
- Company Name in the advertisement must be situated and sized for the purpose of gaining the attention of consumers viewing the advertising.



# CORRECT PRACTICE - FONT SIZE



**JOHN EVERYBODY  
REAL ESTATE AGENT**

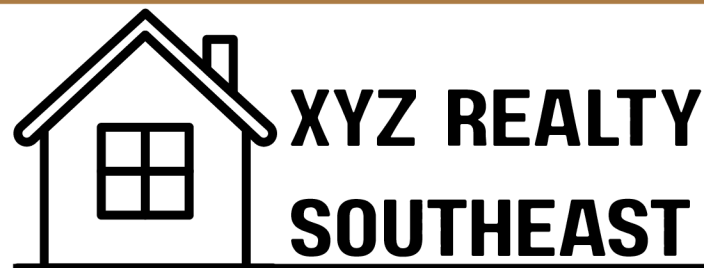
**PHONE: (123)456-7890**

EMAIL: JOHN.EVERYBODY@REALESTATE.COM

ADDRESS: 123 COMPANY STREET



An Individual Name  
cannot be larger  
than the Company  
Name as licensed



**JOHN EVERYBODY  
REAL ESTATE AGENT**

PHONE: (123)456-7890

EMAIL: JOHN.EVERYBODY@REALESTATE.COM

ADDRESS: 123 COMPANY STREET



The phone number  
cannot be larger  
than the company  
name as licensed

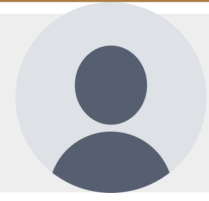
# CORRECT PRACTICE - LOGOS



We will look at the Font size of a Logo not the outside shape.

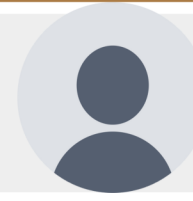


Logos CANNOT be larger than Company Name as Licensed



**JOHN EVERYBODY - XYZ REALTY SOUTHEAST**

Let's talk about my new listing on 123 Main Street!



**JOHN EVERYBODY**

Let's talk about my new listing on 123 Main Street! [See More](#)





# INSTAGRAM



JOHN-EVERYBODY



Let's talk about my new listing on 123 Main Street!



JOHN-EVERYBODY



Let's talk about my new listing on 123 Main Street!





YouTube

XYZ REALTY SOUTHEAST

123 MAIN STREET LISTING

JOHN EVERYBODY

A large, bright green checkmark is positioned over the bottom right corner of the video player interface, indicating a successful or correct state.

YouTube

XYZ REALTY SOUTHEAST

MY 123 MAIN STREET LISTING


JOHN EVERYBODY

A large, bright red "X" mark is positioned over the bottom right corner of the video player interface, indicating an error or an incorrect state.




# WEBSITES

RealEstateWebsite.com

 **XYZ REALTY  
SOUTHEAST**

PHONE: (123)456-7890  
EMAIL: JOHN.EVERYBODY@REALESTATE.COM  
ADDRESS: 123 COMPANY STREET

**JOHN EVERYBODY**  
REAL ESTATE AGENT




RealEstateWebsite.com

**JOHN EVERYBODY**  
REAL ESTATE AGENT

**XYZ REALTY**

PHONE: (123)456-7890  
EMAIL: JOHN.EVERYBODY@REALESTATE.COM  
ADDRESS: 123 COMPANY STREET



# TEAMS ADVERTISING

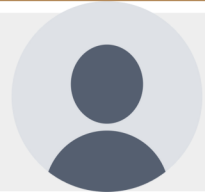
## Rules and Definitions



- Must receive written authorization from Qualifying Broker to include the Team Name in advertising
- A logo that simply says “XYZ” will not suffice
- Must Include one Team Member’s name
- The team’s name must not use terms that could lead the public to believe that the team is a real estate company. Prohibited terms include but are not limited to the words and abbreviations for “corporation”, “limited liability company”, “partnership” or [partner], “business”, “enterprise”, and “company.”



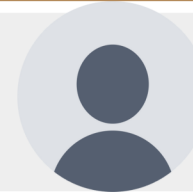
# FACEBOOK



**JOHN EVERYBODY - XYZ REALTY SOUTHEAST**

Let's talk about my new listing on 123 Main Street!

XYZ TEAM



**JOHN EVERYBODY**

Let's talk about my new listing on 123 Main Street!

XYZ TEAM





# INSTAGRAM

JOHN-EVERYBODY-XYZ-REALTY-SOUTHEAST



Let's talk about my new listing on 123 Main Street!

JOHN-EVERYBODY



Let's talk about my new listing on 123 Main Street!



YouTube

XYZ TEAM

XYZ TEAM

123 MAIN STREET LISTING

JOHN EVERYBODY

YouTube

XYZ TEAM


MY 123 MAIN STREET LISTING

JOHN EVERYBODY




# WEBSITES

RealEstateWebsite.com

 **XYZ REALTY  
SOUTHEAST**

PHONE: (123)456-7890  
EMAIL: JOHN.EVERYBODY@REALESTATE.COM  
ADDRESS: 123 COMPANY STREET

XYZ TEAM  
**JOHN EVERYBODY**  
REAL ESTATE AGENT



RealEstateWebsite.com

**XYZ TEAM**

**JOHN EVERYBODY**  
REAL ESTATE AGENT

PHONE: (123)456-7890  
EMAIL: JOHN.EVERYBODY@REALESTATE.COM  
ADDRESS: 123 COMPANY STREET

 **XYZ REALTY  
SOUTHEAST**





Simple generic phrases associated with listing a home include but are not limited to

- Sale Pending
- Coming Soon
- Just Listed
- For Sale

They do not have to be smaller in font size than the company name



**JOHN  
EVERYBODY**

PHONE: (123)456-7890  
EMAIL: JOHN.EVERYBODY@REALESTATE.COM  
ADDRESS: 123 COMPANY STREET



**JOHN  
EVERYBODY**

PHONE: (123)456-7890  
EMAIL: JOHN.EVERYBODY@REALESTATE.COM  
ADDRESS: 123 COMPANY STREET



- A Qualifying Broker can have their name larger than the company name
- A Qualifying Broker can have their name with no company name

- **A licensee's name does not have to be on their individual ad, just company or qualifying broker**
- **A branch can advertise as they are licensed, as their dba, or how their parent company is licensed or their dba**