

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

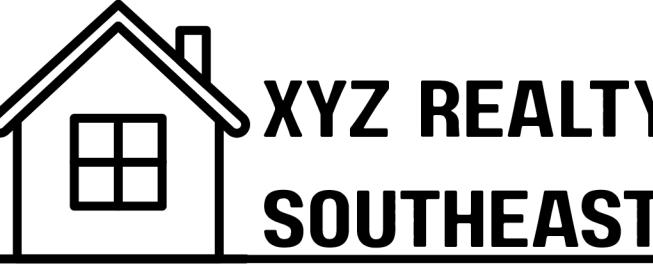


JOHN EVERYBODY
REAL ESTATE AGENT

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







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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

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

CORRECT PRACTICE - LOGOS





JOHN EVERYBODY
REAL ESTATE AGENT

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

XYZ REALTY
SOUTHEAST



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



XYZ REALTY
SOUTHEAST

JOHN EVERYBODY
REAL ESTATE AGENT

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

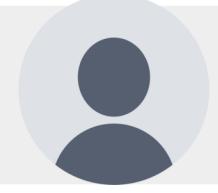




Logos CANNOT be
larger than
Company Name
as Licensed



FACEBOOK

 **JOHN EVERYBODY - XYZ REALTY SOUTHEAST**

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



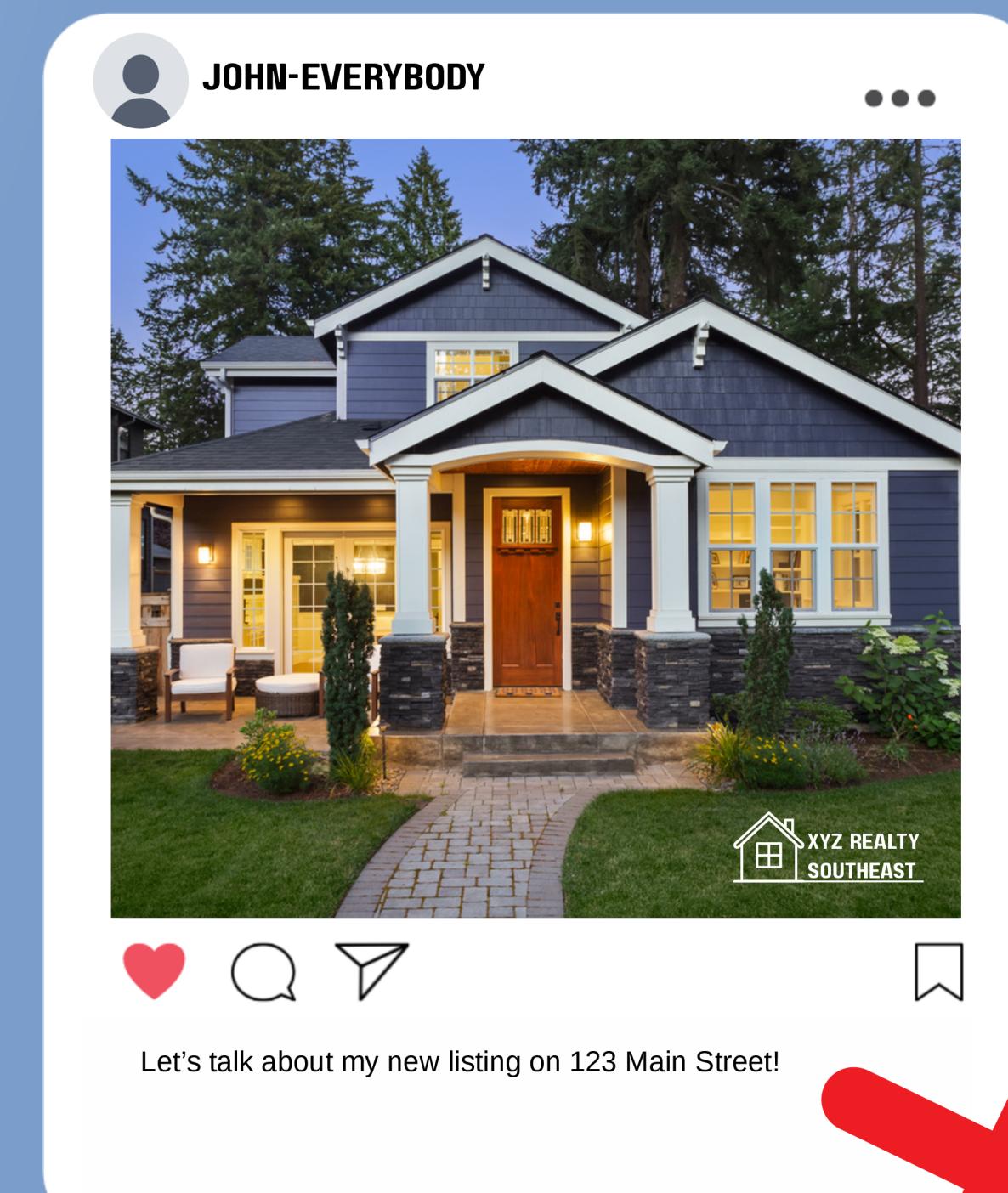
 **JOHN EVERYBODY**

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



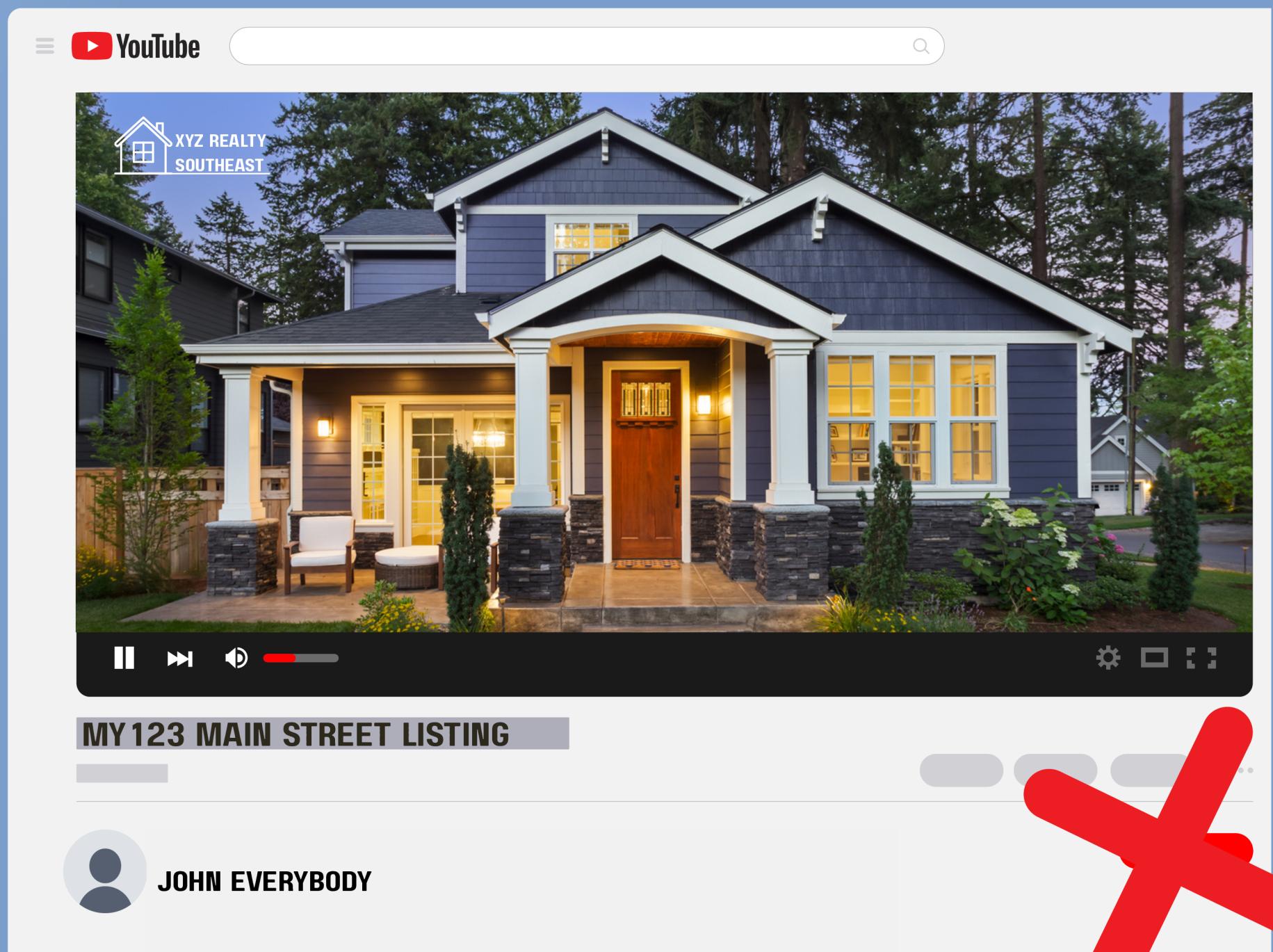
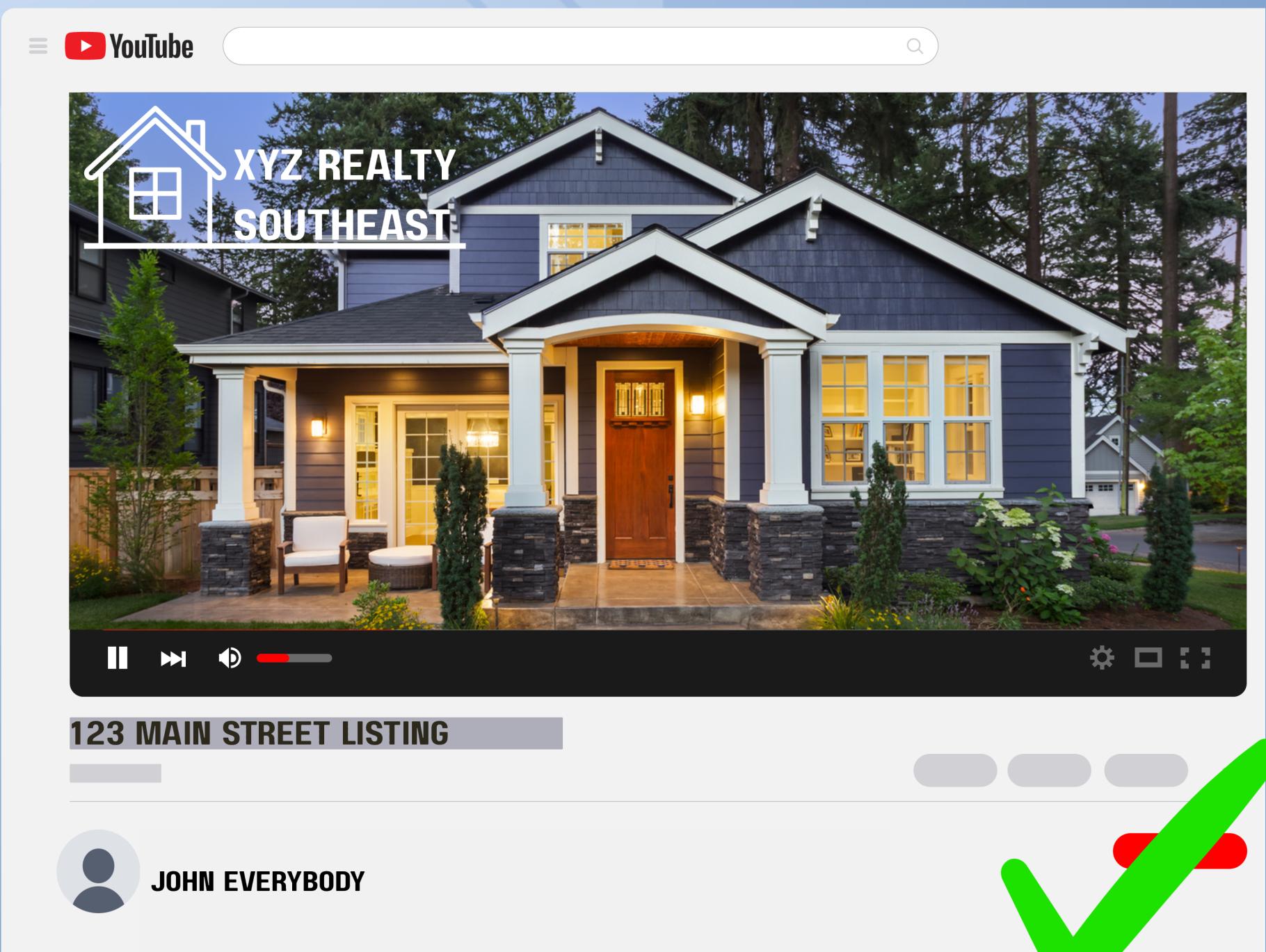


INSTAGRAM





YOUTUBE





WEBSITES

RealEstateWebsite.com

**XYZ REALTY
SOUTHEAST**

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

**JOHN EVERYBODY
REAL ESTATE AGENT**

A screenshot of a web browser displaying a real estate website. The header shows 'RealEstateWebsite.com'. The main content features the 'XYZ REALTY SOUTHEAST' logo with a house icon, contact information (phone, email, address), and a photo of a modern house with a green checkmark overlaid. Below the photo is the text '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

A screenshot of a web browser displaying a real estate website. The header shows 'RealEstateWebsite.com'. The main content features the 'JOHN EVERYBODY REAL ESTATE AGENT' logo with a house icon, contact information, and a photo of a modern house with a red X overlaid. Below the photo is the text 'XYZ REALTY'.

TEAMS ADVERTISING

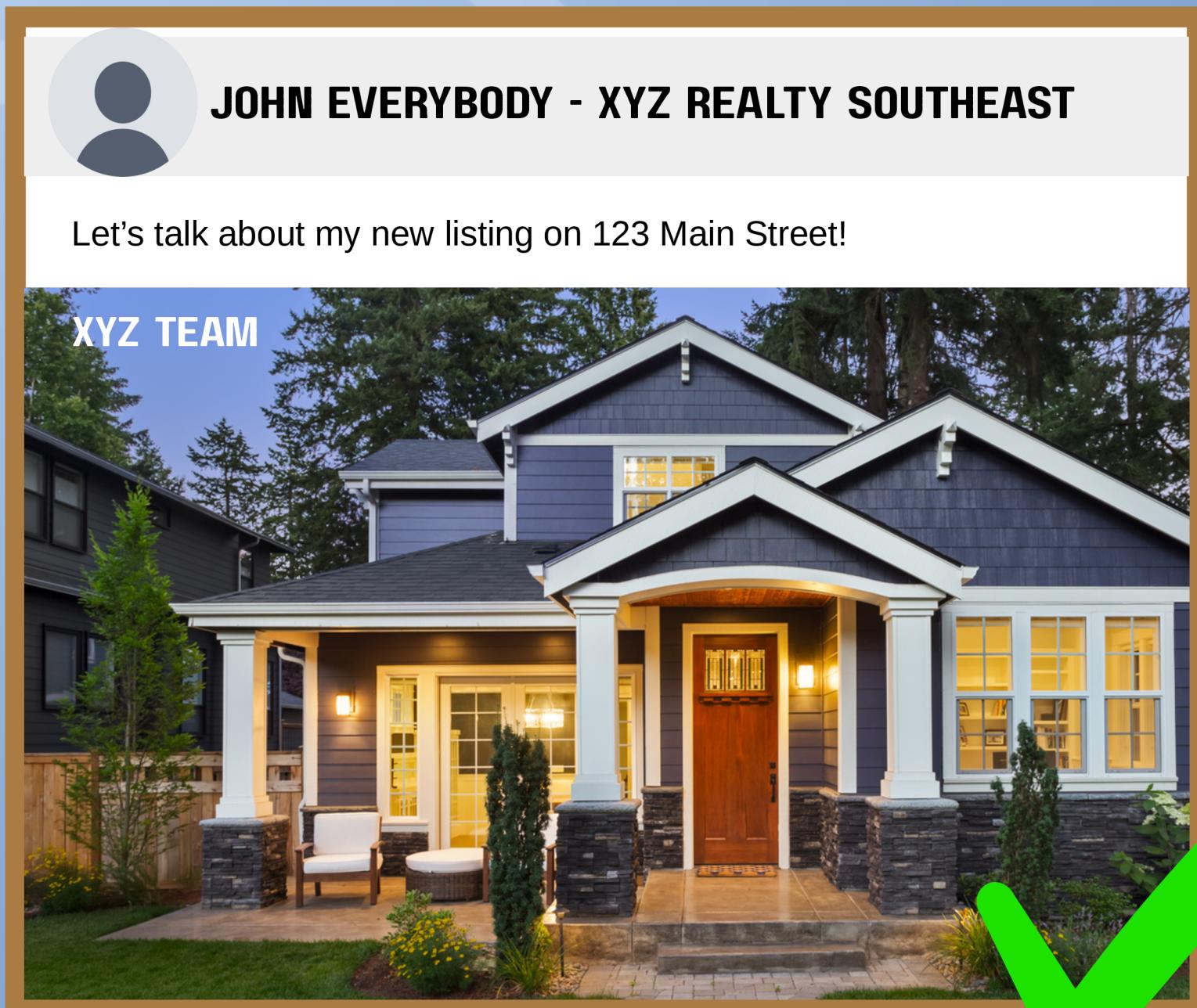
Rules and Definitions



- 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.”

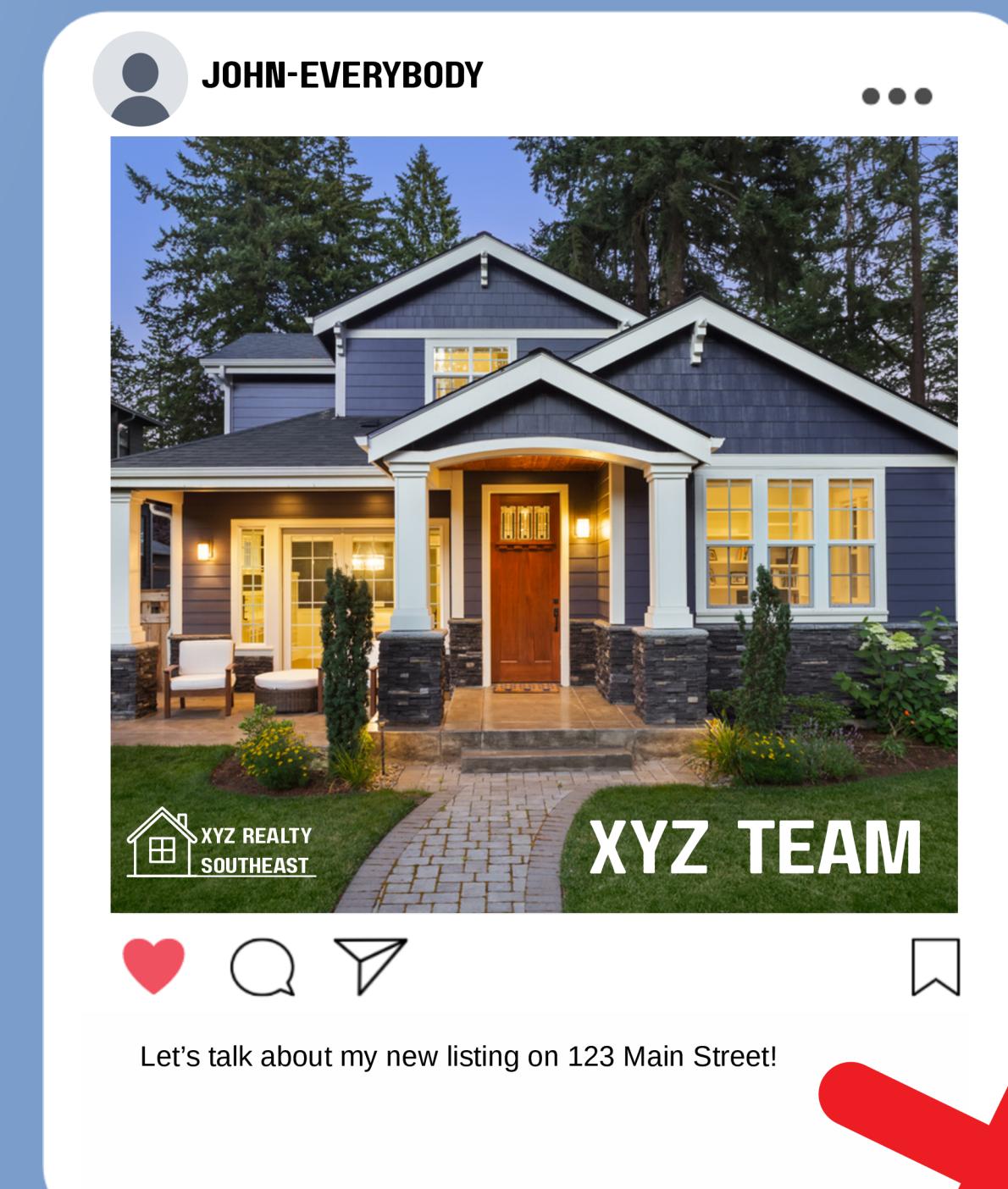
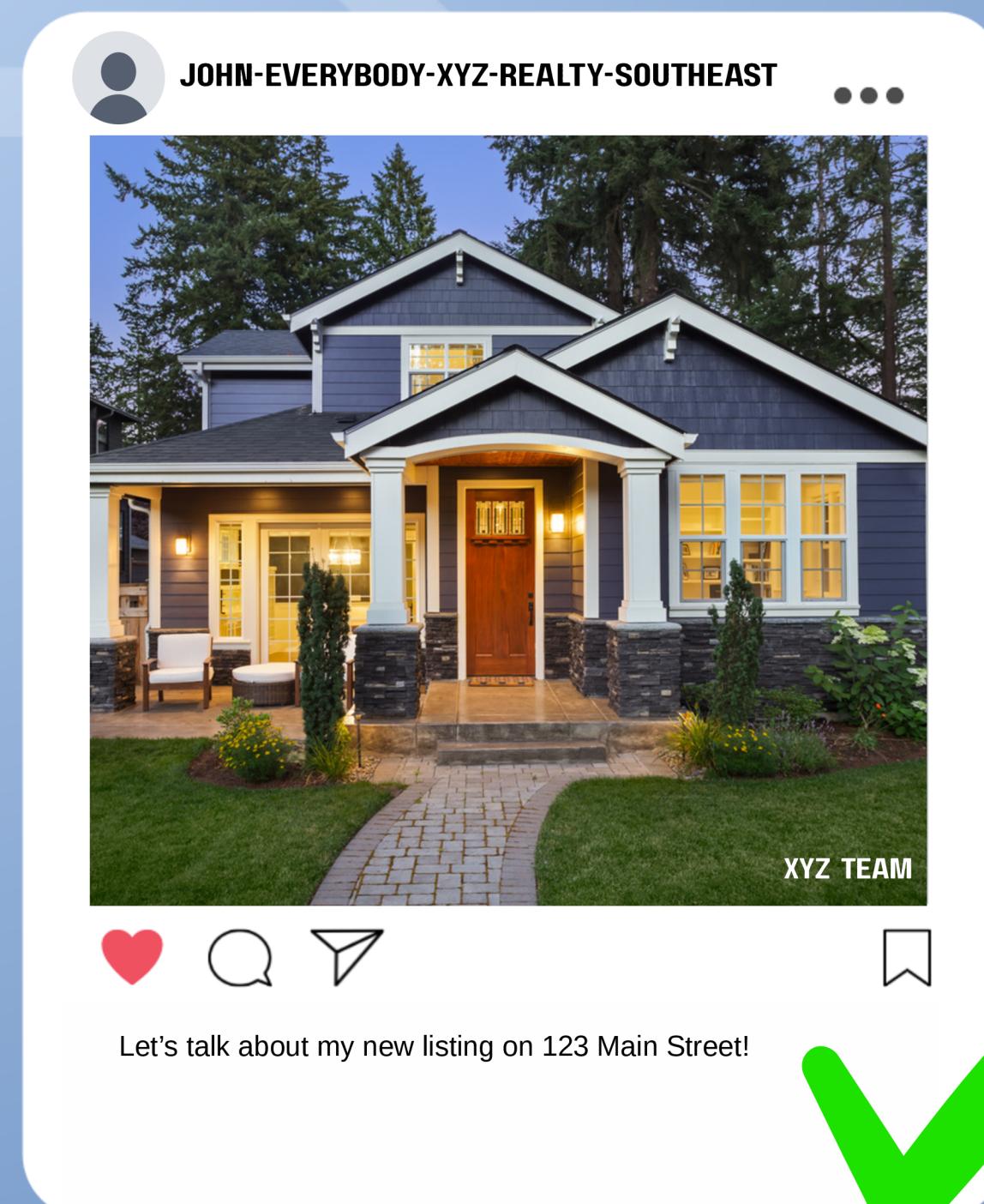


FACEBOOK



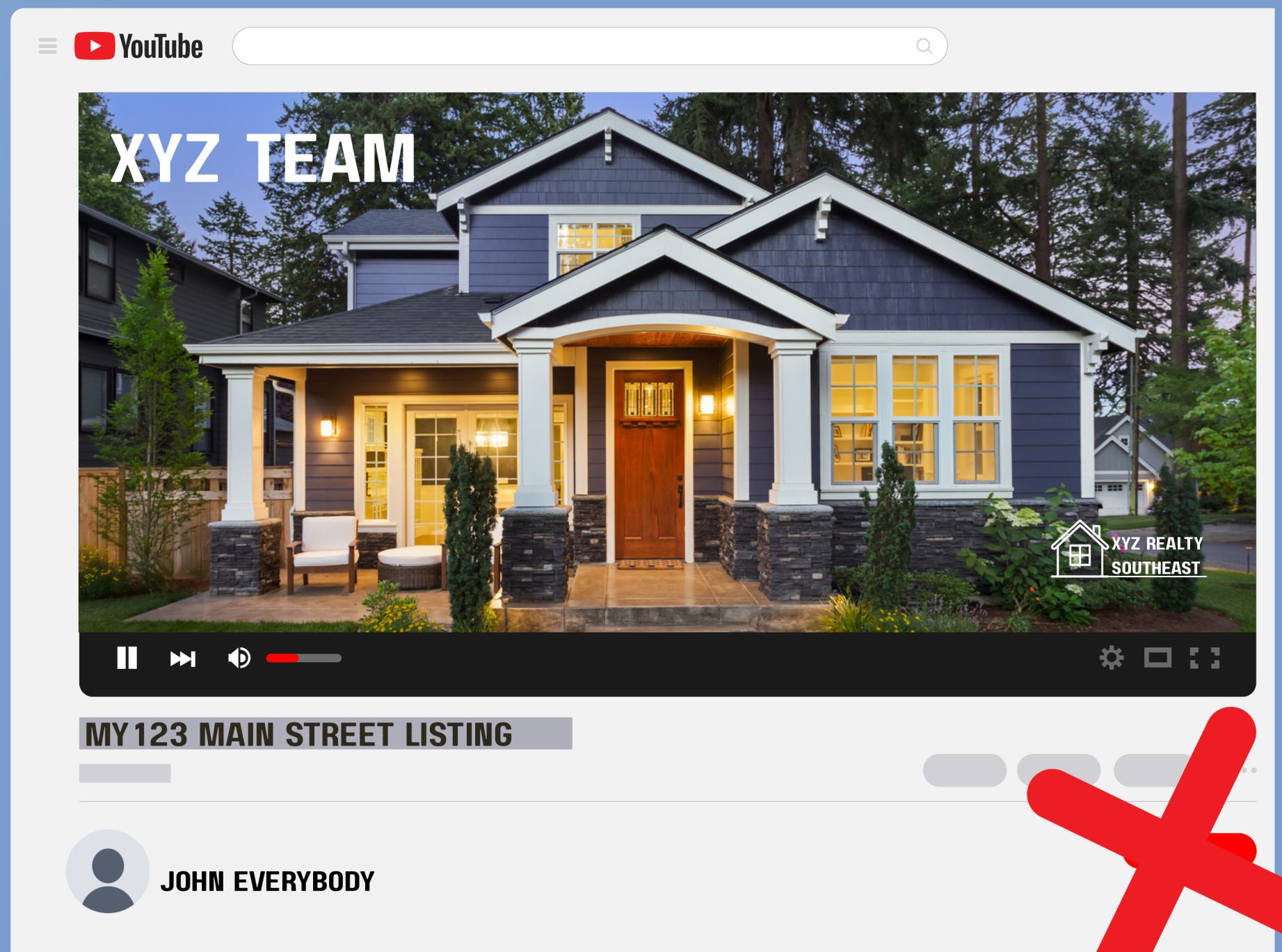
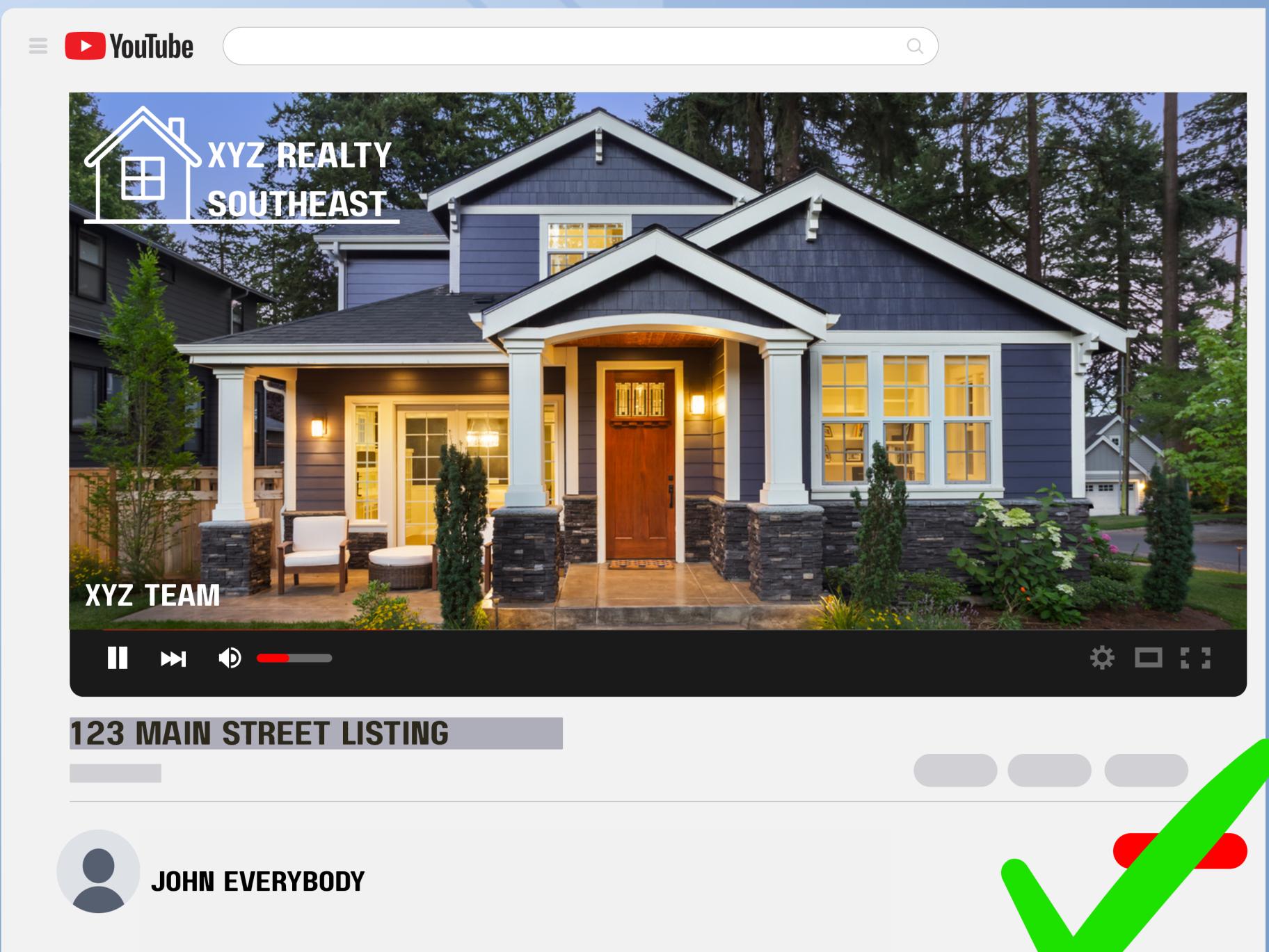


INSTAGRAM





YOUTUBE





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

A large green checkmark is overlaid on the bottom right of the house image.

RealEstateWebsite.com

XYZ TEAM

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

JOHN EVERYBODY
REAL ESTATE AGENT

A large red X is overlaid on the bottom right of the house image.

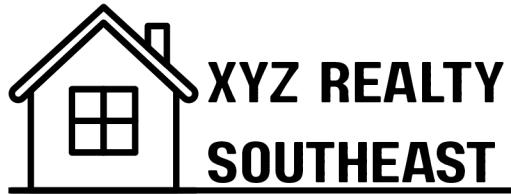
SALE PENDING



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



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EVERYBODY**

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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