

BASIC ELEMENTS OF ADVERTISING

Required By AREC



Individual:

Company Name as Licensed

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



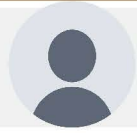
CORRECT PRACTICE - LOGOS



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

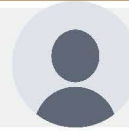


Logos CANNOT be
larger than
Company Name
as Licensed



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

YouTube

XYZ REALTY SOUTHEAST



123 MAIN STREET LISTING

JOHN EVERYBODY



YouTube

XYZ REALTY SOUTHEAST



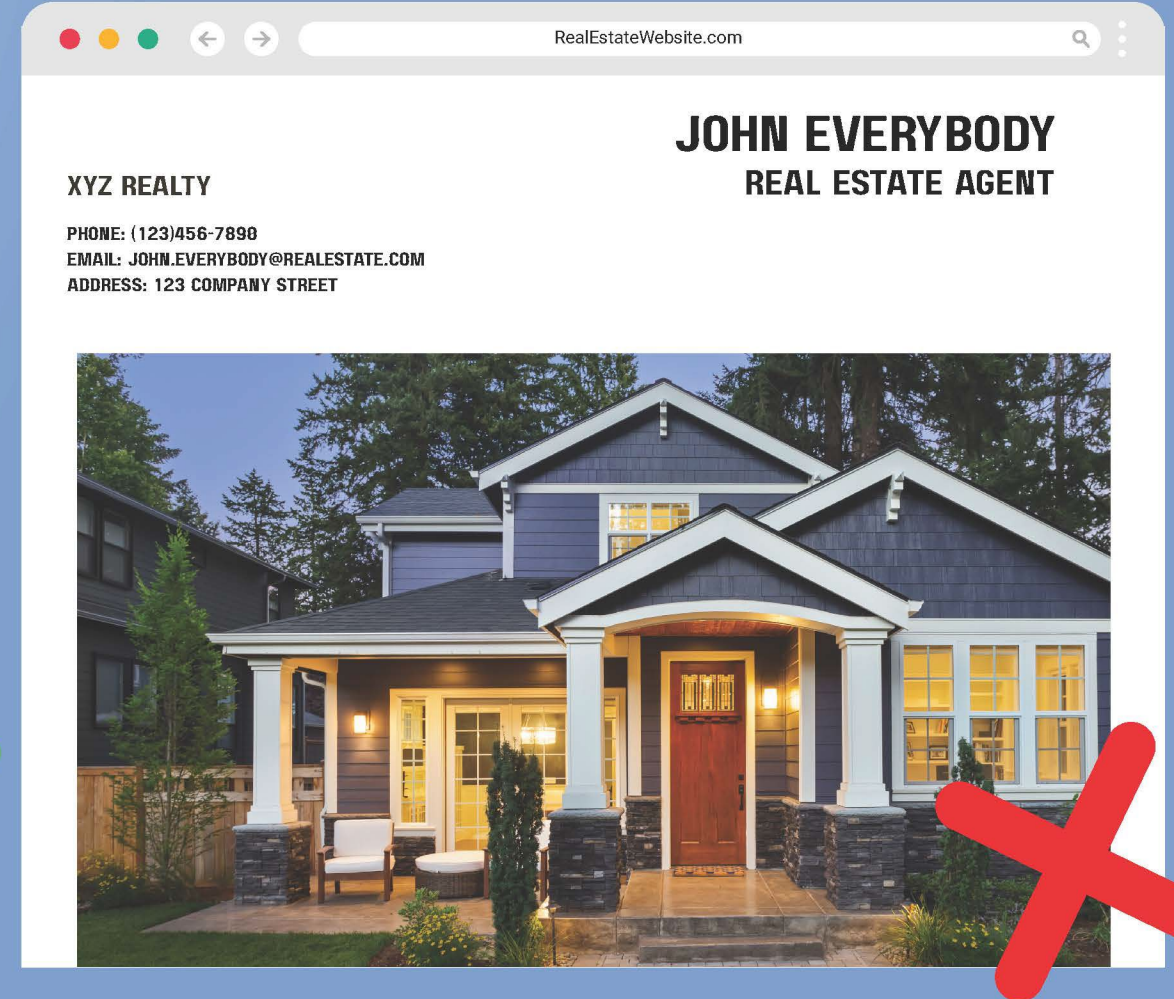
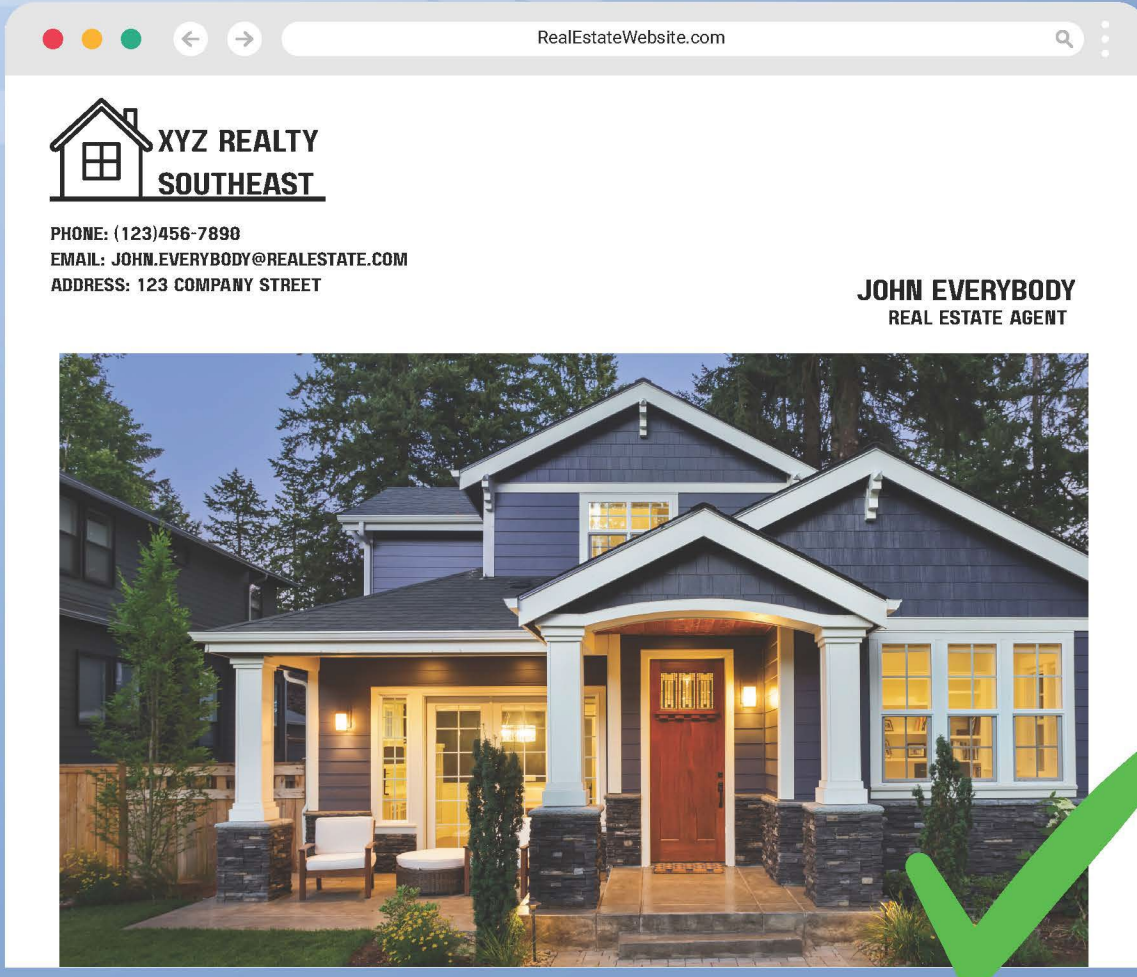
MY123 MAIN STREET LISTING

JOHN EVERYBODY





WEBSITES

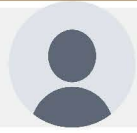


TEAMS ADVERTISING

Rules and Definitions



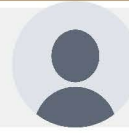
- Must receive written authorization from Qualifying Broker to include the Team Name in advertising
- A logo that simply says “XYZ” will not suffice
- Must Include one Team Member’s name
- The team’s name must not use terms that could lead the public to believe that the team is a real estate company.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



JOHN EVERYBODY - XYZ REALTY SOUTHEAST

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

XYZ TEAM



JOHN EVERYBODY

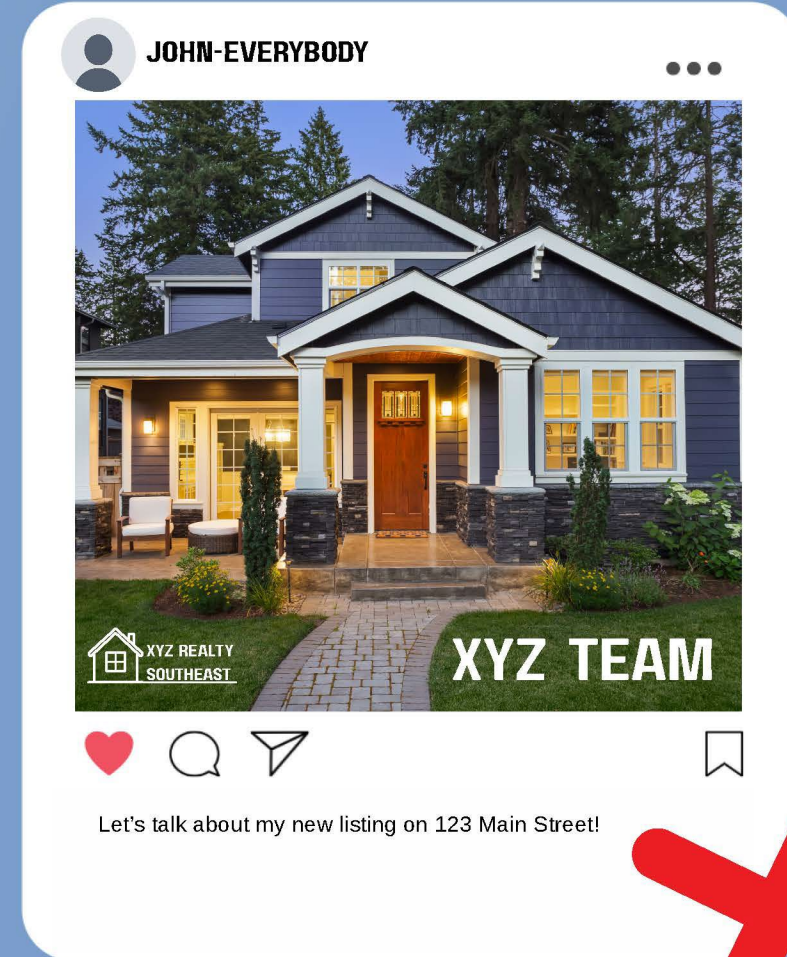
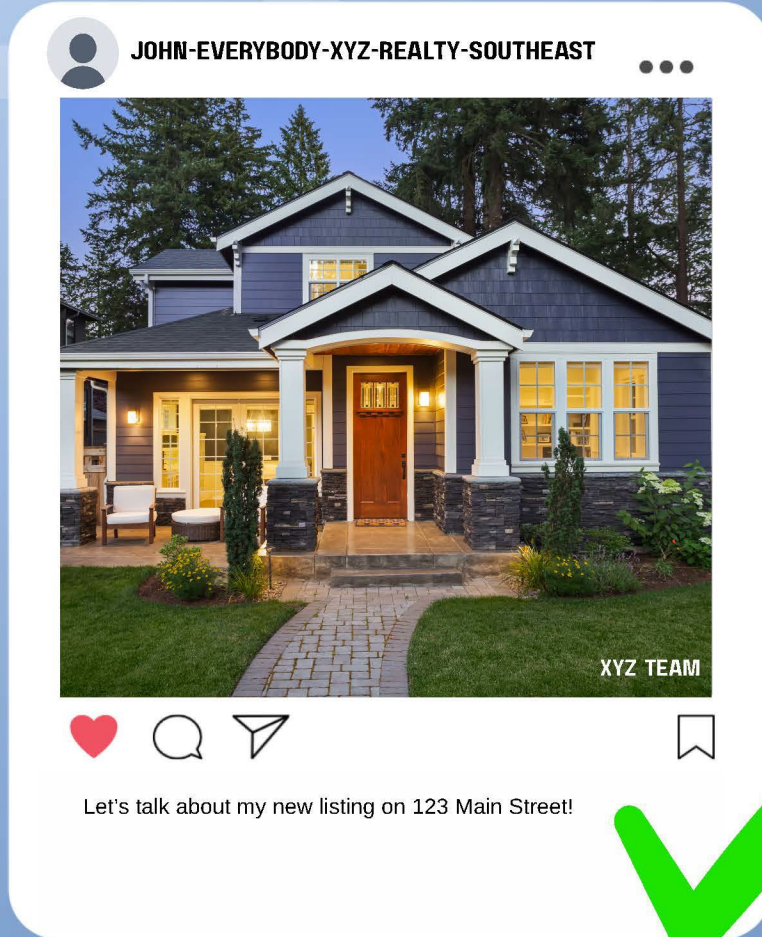
Let's talk about my new listing on 123 Main Street!

XYZ TEAM





INSTAGRAM





YOUTUBE

YouTube

XYZ REALTY SOUTHEAST

XYZ TEAM

123 MAIN STREET LISTING

JOHN EVERYBODY

YouTube

XYZ TEAM

XYZ REALTY SOUTHEAST

MY 123 MAIN STREET LISTING

JOHN EVERYBODY



WEBSITES

RealEstateWebsite.com

 **XYZ REALTY
SOUTHEAST**

PHONE: (123)456-7898
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)456-7898
EMAIL: JOHN.EVERYBODY@REALESTATE.COM
ADDRESS: 123 COMPANY STREET

 XYZ REALTY
SOUTHEAST



Phrases to be excluded from consideration are as follows

SALE PENDING

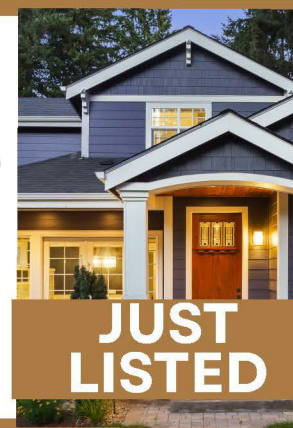
 **XYZ REALTY
SOUTHEAST**

JOHN EVERYBODY
REAL ESTATE AGENT



 **XYZ REALTY
SOUTHEAST**

JOHN EVERYBODY
REAL ESTATE AGENT



JUST LISTED

 **XYZ REALTY
SOUTHEAST**

JOHN EVERYBODY
REAL ESTATE AGENT

PHONE: (123)456-7890
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ADDRESS: 123 COMPANY STREET



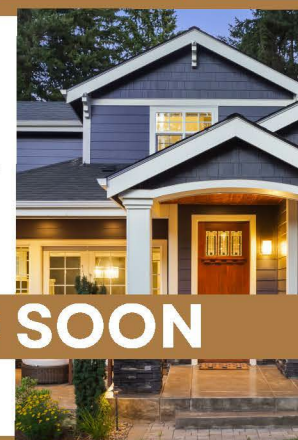
FOR SALE

 **XYZ REALTY
SOUTHEAST**

JOHN EVERYBODY
REAL ESTATE AGENT

COMING SOON

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



6-7890
EVERYBODY@REALESTATE.COM
COMPANY STREET



**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