

NEW REAL ESTATE ADVERTISING RULES

Effective January 1

This is only a summary of the changes that will be effective January 1, 2018.
Visit our website for the complete rules.

A licensee must include:

- his or her name,
- license identification number, and
- responsible broker's identity

on all solicitations intended to be a first point of contact with consumers.

unless an exception applies for signs only

The exception that applies to the type of signs referenced in Item 3, to the right, is that no agent identification is required for those types of signs if either:

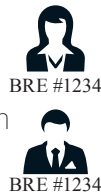
- 1 the responsible broker's identity is included on the sign (with this exception there can be no reference to an associate broker or licensee), or
- 2 there is no identification at all on the sign.

Other items to keep in mind:

The font size of the identification number can be no smaller than the smallest size of any other type used in the material.

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If the name of more than one licensee appears in the material, the license identification number of each must also appear.



If team names or nick names are used, the rules that were in place for those instances still apply.



Solicitation materials includes:

- 1 Business cards, stationery, and advertising brochures or flyers



- 2 Advertisements on television, in print, or electronic media



- 3 "For sale," "for rent," "for lease," "open house," and directional signs,



Learn more at www.ocar.org/advertising-rules