

MREC ADVERTISING CHECKLIST

All advertisements to be placed by or on behalf of a real estate licensee should be submitted to the broker, office manager, or the broker-manager's designee for compliance review prior to release. If the advertisement has been created for a member of -- or on behalf of -- a team, the team leader should also review and approve the piece using the guidelines below.



Name of Licensee

Does the advertisement include the full name of the licensee exactly as it appears on their real estate license?

 YES NO

License Category

If the advertisement includes a licensee's category, is it correct? The only available options include Salesperson, Associate Broker, or Broker. Terms, such as Associate are not recognized licensing categories.

 YES NO

Brokerage Name

Does the advertisement "meaningfully and conspicuously" display the Brokerage's name, and include the Brokerage's full name as it appears on the MREC license (not solely a company logo or abbreviation of the company name)?

 YES NO

Telephone Number of Broker or Office Manager

Does the advertisement include the identified telephone number of the broker or branch office manager?

 YES NO

Authority to Advertise

Does the licensee have the written authorization of the owner and/or listing broker to advertise the Property? For example, if Broker A has chosen to advertise the listing of Brokerage B in their front office window, Broker A must have Broker B's written authorization to do so. Another scenario, if a licensee has created advertising that utilizes MLS photos, written permission must be obtained from the MLS to use those photos. IDX agreements do not constitute authorization.

 YES NO

True & Accurate Picture

Is the advertisement's content factual and true? Does the advertisement avoid any misstatement or exaggeration of fact? Do(es) the licensee(s) in the advertisement hold an active real estate license registered at the brokerage branch that the advertisement references?

 YES NO

Team Advertising

Does the advertisement include the full name of the licensee as the name appears on the license and the name of the team? Is the team's name directly linked to the name of the brokerage using "of," "from," or "with"?

 YES NO

Offering of Inducements

Does the advertisement avoid offering compensation or anything of value through a contest, lottery, drawing or other prize mechanism or element of chance?

 YES NO

Payment of Compensation for Referral Fees

Does the advertisement avoid offering compensation or anything of value to an unlicensed person solely for the referral of a prospective client or customer?

 YES NO

Property Owned by Licensees

If the advertisement is for the sale, purchase or lease of real property that a licensee owns, does the advertisement state the fact that the owner is a real estate licensee in the State of Maryland?

 YES NO