

Tuesday, October 11, 2022

## Sales Meeting on Advertising Compliance

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### Meeting Notes

- Always be sure to use the word REALTOR® in its proper form. You can refer to [NAR.REALTOR](https://www.nar.com/REALTOR) for more information and see below for a breakdown of how to properly use the work & trademark.

Whenever possible, always display the REALTOR® word marks in all uppercase lettering with the trademark registration symbol:

**REALTOR®**                      **REALTORS®**

If this formatting is not possible, then the REALTOR® Marks may be formatted one of the following ways:

- With a capitalized letter R and the trademark registration symbol ®:

**Realtor®**                      **Realtors®**

- In all uppercase letters without the trademark registration symbol ®:

**REALTOR**                      **REALTORS**

- Only licensees who are ACTIVELY licensed in Idaho may be named by an Idaho broker in any type of advertising of Idaho real property, may advertise Idaho property in Idaho or may have a sign placed on Idaho property.
- All advertising of listed property shall contain the broker's licensed business name and shall not be misleading or deceptive in any way.
- On any real estate signage, the broker's licensed business name must be able to be read clearly by the consumer at a reasonable distance.
- On any real estate signage, if providing contact information, you must also include the name of the licensee. For example, you cannot have a sign with only your phone number & email address; it must also include your name as you have it listed with the Real Estate Commission.



Equity Northwest Real Estate  
903 North Main St  
Meridian, ID 83642



- Be sure to follow any ordinances for where you are able to legally place your signage. If you are unsure, pull the CC&Rs for the community you are advertising in or contact the City for where to find more information.
- Photographers own their photos, not the person who pays for them. If you plan to allow someone else to obtain the photos you purchased for a listing or piece of marketing that were professionally shot, you must get written permission from the owner of the photos to distribute them to anyone else.
- Photos must be timely, current and not misleading.
- If you wish to include floor plans or building plans in a listing or any advertising, you must have written permission from whomever created & owns those plans before distributing to anyone else or using in your marketing.
- Drone photographers must be FAA certified to legally do their job. If you own a drone or know someone who does, you should be careful about asking them to do any photography for you unless you can verify they are FAA certified.
- Always identify yourself as a REALTOR® and which brokerage you belong to when establishing a new connection with someone. It is not required or necessary, unless you choose to, include your name and brokerage name after every text or email if you have already established a connection or have a relationship with that person and they are aware of your status as a REALTOR®.
- Be extra careful about using caution words in your advertising. You can see the list here: [Fair Housing Advertising Word/Phrase List](#)
- The Real Estate Commission wants you to comply vs. fine you. Please be careful when creating your advertising and it's always a good idea to have your broker approve anything before going to print or posting online to ensure you are using all disclosures & logos properly.
- A great resource to make sure you are always being fair & ethical when working with clients is NAR's Fairhaven course. It is fun, interactive and doesn't take long to complete. You can get to it here: <https://fairhaven.realtor/>



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