



Rules, Regulations and Ethical Standards That Govern Realtor® Advertising

As Realtors® ramp up for another year of marketing and advertising their services, here is a reminder of the rules, regulations and ethical standards that govern Realtor® advertising. The [Real Estate Commission Rules and Regulations](#); the [Code of Ethics](#) (specifically Article 12) and the real estate commission guidelines for [Team Advertising](#) should all be taken into account when planning your marketing strategies. Be sure that any third-party vendors you use are also aware of the requirements.

Social Media, Internet, and other communications made electronically are not exempt from these standards. In electronic advertising it may be difficult to include all the necessary disclosures due to character limitations. The Code of Ethics, standard of practice 12-5 allows for a link to the required disclosures to stay in compliance. To date, the real estate commission rules and regulations are silent on this issue. Realtors® should not assume that the Code of Ethics work around will satisfy the real estate commission. Use caution and consult with your broker when preparing electronic advertising.

The Association will address first time violations of any of the advertising rules through its [Ombudsman](#) program. Continued or egregious offenses, however, should be reported [directly to the real estate commission](#). Both reporting mechanisms allow the person making the complaint to remain anonymous to the respondent. However, it is strongly recommended that you identify yourself initially so that we may contact you should there be questions or confusion about your complaint.