



Advertising Compliance Checklist

Website:

- Firm name "reasonable and readily apparent" (COE SOP 12-9)
- Designations and certifications accurate (COE SOP 12-13 & DRE)
- State of licensure Other states? (COE SOP 12-9)
- DRE # NMLS # (DRE)
- Is content current? (COE SOP 12-8)
- Authorization to frame any other broker websites (COE SOP 12-10)
- All content original or authorized by owner (COE SOP 12-10)
- Only your firm's listings advertised or others' with permission (MLS 12.8)
- IDX info not altered or scrubbed (MLS 12.16)

Business Cards:

- Firm name (COE SOP 12-5)
- Designations and certifications accurate (COE SOP 12-13 & DRE)
- DRE # NMLS # (DRE)
- Current Board position- NOT on card (Corporate Policy 1.16 & 15.03)

Email Signature:

- Status as a real estate professional (COE Article 12)
- Firm name (COE SOP 12-5)
- DRE # NMLS # (DRE)
- Current Board position- NOT included on email signature (Corporate Policy 1.16 & 15.03)

Misc Promotion & Property Advertisements:

- Status as a real estate professional (COE Article 12)
- Firm name (COE SOP 12-5)
- DRE # (DRE)

Misc Promotion & Property Advertisements: (cont)

_____ All terms and conditions of free services, discounts, prizes or inducements disclosed (COE SOP 12-1, 12-2, 12-3)

_____ All references to listed property include accurate pricing & firm name (COE SOP 12-5)

_____ URLs used or registered present a “true picture” (COE SOP 12-12)

_____ Disclosure of any intention to share or sell consumer info collected via internet (COE SOP 12-11)

_____ Written permission from sellers for all advertised property (COE SOP 12-4)

_____ Printed market updates have required disclaimer verbiage (MLS 12.9)

Teams: (COE SOP 12-5)

_____ All team members' names included

_____ All team members' DRE # included (DRE)

_____ Firm name “reasonable and readily apparent” (COE SOP 12-5)

Blogs:

_____ Check for comments that should be removed or clarified (COE SOP 15-4)

Listings:

_____ Public comments only pertain to marketing & condition of property (MLS 12.5.1)

_____ Minimum of one exterior picture on MLS within three days (MLS 11.5 b)

_____ If there is a lockbox on the property, it must be a Kim User Group lockbox. (MLS 13.2 a)

_____ Combo codes or security info in confidential remarks only with written seller permission (MLS 12.5.2)

_____ Dual/variable agreements disclosed (MLS 7.22)

_____ Offer date/time info requires seller's written permission & must be updated if changed (MLS 7.8)

_____ Info included regarding short sale commissions if applicable (MLS 7.15.2)

_____ Commission offered without any restrictions (MLS 7.12)

_____ Status current within 24 hours? (MLS 10.2)

Professional Courtesies:

_____ Do you return calls to colleagues in a timely manner?

_____ Do you maintain adequate communication throughout the transaction?

_____ Do you stay current on industry news and changes in transaction requirements?