

Professionalism 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)
- _____ Proper use of trademarks for REALTOR® status

Business Cards:

- _____ Firm name “reasonable and readily apparent” (COE SOP 12-5)
- _____ Designations and certifications accurate (COE SOP 12-13 & DRE)
- _____ DRE # _____ NMLS # (DRE)

Email Signature:

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

Misc Promotion & Property Advertisements

- _____ Status as a real estate professional (COE Article 12)
- _____ Firm name “reasonable and readily apparent” (COE SOP 12-5 & DRE)
- _____ DRE # (DRE)
- _____ 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)
- _____ Proper use of trademarks for REALTOR® status

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 when listing goes on MLS (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) (COE SOP 3-4)
- _____ Offer date/time info requires seller’s written permission & must be updated if changed (MLS 12.5.2 (f))
- _____ Commission offered without any restrictions (MLS 7.12)
- _____ Status current within 24 hours? (MLS 10.2)
- _____ Cooperation of listing in MLS (COE Article 3)
- _____ Any other changes updated in 24 hours (MLS 7.8)

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?

Signs:

- _____ Licensee name AND- brokerage name ((COE SOP 12-5 & DRE)

_____ *8-digit license number of each licensee in the advertisement (DRE)

_____ 8-digit license number of the broker (optional) (DRE)

_____ Font size of the license number must not be less than the smallest font size used in the advertisement and solicitation materials (DRE)

*NOTE: Does not apply to “for sale”, rent, lease, “open house”, and directional signs that display the responsible broker’s identity only and does not identify or reference an associate broker or licensee.

Teams: (On all media)

_____ Team name -AND- salesperson's name -AND- broker's name

_____ 8-digit license number of the salesperson

_____ Team name and salesperson's name and license number must be conspicuous and prominent -AND- brokerage name (and license number, if included) must be as prominent and conspicuous as the team name