

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)
- _____ All terms and conditions of free services, discounts, prizes or inducements disclosed (COE SOP 12-1, 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 upon submission (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 9.4)
- _____ 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?