

Advertising Regulations

November 1, 2015 is the effective date of the following new/revised VREB Advertising Regulations:

Advertising Medium	MINIMUM requirements
Print advertisements by firm	Firm's licensed name
Print advertisements by licensee	1. Licensee's name 2. Firm's licensed name
Business cards for any licensee	1. Licensee's name 2. Firm's licensed name 3. Licensee's tel. no. OR web address
"For sale" or "For Lease" signs	1. Firm's name 2. Firm's primary or branch office telephone number (sign rider or printed on sign)
Owner/agent on "for sale" or "for lease" signs	"Owner/agent" MUST be displayed (sign rider or printed on sign)
Electronic media advertising by firm (i.e. website, Facebook, emails, etc.)	Must be viewable on the main page or no more than one click away* from the main page: 1. Firm's licensed name 2. City and state in which the firm's main or branch office is located <i>NAR COE Article 12: Requires disclosure of all jurisdictions in which you are licensed.</i>
Electronic media advertising by licensee (i.e. website, Facebook, emails, etc.)	Must be viewable on the main page or no more than one click away* from the main page: 1. Licensee's name 2. Firm's licensed name 3. City and state in which the licensee's place of business is located <i>NAR COE Article 12: Requires disclosure of all jurisdictions in which you are licensed.</i>

*Non-main pages must either contain the required information on each individual online page OR link directly to a page where the required information is displayed.

Additional requirements regarding electronic media advertising:

1. All listings advertised must be kept current and consistent with the property description and actual status of the listing. All listings must be updated in a timely manner. In addition, all material changes to the listing status must be authorized by the seller. All changes to the property description must be authorized by the seller when the licensee controls the electronic media site.
2. The licensee shall make timely written requests for updates reflecting material changes to the listing status or property descriptions when a third party electronic media listing service controls the website displaying the listing information.