

# ARE YOUR ADS LEGAL?

TREC REVISED ADVERTISING RULES  
MAY 2019

REALTOR® MEANS = MEMBER

## WHAT IS AN AD?

ANY FORM OF COMMUNICATION BY OR ON BEHALF OF A LICENSE HOLDER DESIGNED TO ATTRACT THE PUBLIC TO USE REAL ESTATE BROKERAGE SERVICES.

## EXAMPLES:

- PUBLICATIONS
- BUSINESS CARDS
- ELECTRONIC MEDIA
- SIGNS, BILLBOARDS, CAR WRAPS/DECALS



## WHAT DO MY ADS HAVE TO SAY?

LICENSE HOLDER'S NAME OR TEAM NAME  
BROKER'S NAME IN AT LEAST HALF THE SIZE OF  
LARGEST CONTACT INFORMATION ON THE AD.

## CAN I USE REALTOR® IN MY ADS?

YES! ONLY MEMBERS OF THE NATIONAL ASSOCIATION OF REALTORS® MAY USE THE TERM AND ONLY IN CONNECTION WITH A PERSONAL OR FIRM NAME, CANNOT BE USED WITH A TEAM.

HOW DO I REGISTER MY TEAM NAME WITH TREC?

USE THE FORM: NOTICE OF TEAM NAME FOR A BROKER'S LICENSE, IS AVAILABLE ON TREC'S WEBSITE.

## CAN I USE ANY NAME AS A TEAM NAME?

NO! TEAM NAMES MUST END WITH "TEAM" OR "GROUP" AND CANNOT CONTAIN TERMS THAT IMPLY THE TEAM IS OFFERING BROKERAGE SERVICES INDEPENDENT OF THE BROKER.

## CAN I USE A NICKNAME, MIDDLE NAME OR ALTERNATE NAME IN MY ADS?

YES! THE NAME MUST BE REGISTERED WITH TREC BY USING THE FORM : NOTICE OF ALTERNATE NAME USED BY A SALES AGENT OR BROKER LICENSE.

# DO THESE EXAMPLES COMPLY WITH THE LAW AND THE CODE?

**IF YOU CAN REPLACE THE TERM "REALTOR®" WITH THE WORD "MEMBER, THEN IT PASSES THE TEST. REMEMBER TO USE PUNCTUATION!**

DO THE MEMBER TEST! ★

## LEGAL?

Don't sell your home alone!  
Call John Smith, REALTOR®  
512-123-4567  
Jane Doe Realty

## NOT LEGAL?

Don't sell your home alone!  
Call John Smith  
512-123-4567

The Smith Team  
512-123-4567  
ABC Realty, REALTORS®

The Smith Company,  
REALTORS®  
512-123-4567

## WHAT MAKES AN AD MISLEADING?

- ONE THAT IDENTIFIES A SALES AGENT AS A BROKER
- ONE THAT IS INACCURATE IN ANY MATERIAL FACT OR REPRESENTATION
- ONE THAT DISPLAYS THE VALUE OF A PROPERTY, UNLESS BASED ON APPRAISAL ALSO DISCLOSED AND AVAILABLE UPON REQUEST
- A PROPERTY
- ONE THAT IMPLIES THE SALES AGENT IS RESPONSIBLE FOR THE OPERATION OF THE BROKERAGE
- SECTION 535.155(d) of the TEXAS REAL ESTATE COMMISSION RULES

**VISIT [WWW.TREC.TEXAS.GOV](http://WWW.TREC.TEXAS.GOV) FOR MORE INFORMATION**