



HIGGINS GROUP
REAL ESTATE

These rules apply to all licensed real estate agents for your print, social and email marketing.

ALL PRINT ADS, MARKETING MATERIALS AND SOCIAL MEDIA ADVERTISING MUST HAVE ALL OF THE FOLLOWING:

LOGO(Name) of Your Brokerage Predominantly displayed:

What does “prominent” mean for advertising and display of the sponsoring broker and contact information with a team name?

The statute requires the name of and contact information of the sponsoring real estate broker to be included at a prominent location in all of the team’s advertisements. “Prominent” in this context means that the name and contact information is: easily readable in font, color and size; pronounced so that it stands out from other font and graphics; and placed in a clearly visible location within the advertisement.

Address of the office you are affiliated with (noted on your license)
State or States you are Licensed

SOCIAL MEDIA PROFILES

Name of our Brokerage
Address of the office you are affiliated with (noted on your license)
State or States you are Licensed

*****IF YOU USE PERSONAL PAGES TO ADVERTISE THE ABOVE IS APPLICABLE**

EMAIL SIGNATURES:

Name of our Brokerage and logo
Address of the office you are affiliated with (noted on your license)
State or States you are Licensed

****PLEASE NOTE THAT THE ADVERTISING RULES ARE SUBJECT TO CHANGE**

The Real Estate Commissioners have recommended regulations regarding additional requirements for advertising that must go through a regulatory process for adoption. That action could not start until there was a statute that permitted teams to legally exist in the first place. Since there is now a statute, advertising regulations are expected in the future.