

SLIDE 18 – Guidelines for advertising

One key to a successful brokerage is the right kind of marketing and advertising. It's going to be nearly a daily activity for brokers. Advertising methods and content are regulated by the Department with specific requirements. We'll take a look at those requirements in this section.

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Advertising – 61J2-10.025(1) FAC

All advertising must be in a manner in which reasonable persons would know they are dealing with a real estate licensee.

All real estate advertisements must include the licensed name of the brokerage firm.

No real estate advertisement placed or caused to be placed by a licensee shall be fraudulent, false, deceptive or misleading.

This rule applies to all forms of advertising including newspaper, broadcast, internet, signage or small handout materials such as pens, magnets, notepads, coffee cups or other marketing collateral.

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Advertising – 61J2-10.025(1) FAC

Any person advertising real estate services is interpreted as acting as a broker.

Sales associates are prohibited from advertising or conducting business in their name only. Advertising must include their sponsoring broker's information.

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"Blind" Ads –

Real estate advertising that doesn't include the broker's name and only includes a telephone number or PO box is known as a "blind ad" and is illegal in all forms in Florida.

Any advertising must include the name of the brokerage firm as it is registered with the Department and must be evident within the advertisement.

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Discipline – F.S. 475.25(1)(c)

Any advertising proven to include fraudulent, false, deceptive or misleading can lead to the licensee being penalized with any or all of these actions:

- License suspension up to ten (10) years
- License revocation
- Fine up to \$5,000 for each instance
- Reprimand

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Internet advertising – 61J2-10.025(3)(a)

When advertising on a site on the Internet, the brokerage firm name as required in 61J2-10.025(1) shall be placed adjacent to or immediately above or below the point of contact information, which includes:

- Address (mailing and/or street)
- Email address
- Telephone number(s)
- Fax number(s)