

SLIDE 19 – Unauthorized Use of Association Names

Many brokerages are members of trade organizations that bring benefits to the broker and the sales team. Unless you are a member you legally cannot advertise that you are.

SLIDE 20

61J2-10.027 F.A.C

No licensee shall use an identification or designation of any association or organization having to do with real estate unless entitled to use such identification or designation.

For example, you may not use the REALTOR® trademark or any other group logo or association with another group you are a member in good standing of that organization.