



# ASSOCIATE ADVERTISING GUIDELINES

## CHECKLIST:

*BASED ON DRE ADVERTISING REQUIREMENTS*

- ■ ■ **Fictitious Business Name (FBN) utilized is only ONE of the following:**
    - ⇒ **Keller Williams Realty Norco Market Center**
    - ⇒ **Keller Williams Realty Riverside Central Market Center**
    - ⇒ **Keller Williams Realty Temecula Valley Market Center**
    - ⇒ **Additional DBA's as posted on the BRE website pending processing (Please confirm with your local Market Center if you have any question or concerns.)**
  - ■ ■ **Remove advertising that uses personal names or logos, such as: "John Doe Real Estate", Doe Realty", "Doe Properties", etc.**
  - ■ ■ **Avoid the use of advertisement with different responsible brokers in same Medium, such as expansion teams.**
  - ■ ■ **Remove mention of unlicensed corporation owned by the Associate, such as "The Doe Team, Inc." (There can be no unlicensed corporation references in any advertisements directed at consumers.)**
  - ■ ■ **Remove any designations to unlicensed corporations such as, "Vice President", "CEO", or other similar title based on officer status.**
  - ■ ■ **Update printed material such as business cards and posters with the aforementioned guidelines. □**
  - ■ ■ **Provide a comprehensive list (including associated website addresses) of all consumer facing internet and social media outlets that are utilized to advertise yourself, your services, and your listings to the Market Center for Broker Review**
    - ⇒ **Copy and paste urls/links and send list via email to Market Center Leadership**
- OR**
- ⇒ **Provide this information via Google Forms (link can be provided by Market Center Staff or found on INTRANET)**

FOR MORE INFORMATION or QUESTIONS on DRE Advertising Guidelines, visit:

Your local KELLER WILLIAMS REALTY Market Center Leadership or INFORMATION posted on the INTRANET