



# ASSOCIATE ADVERTISING GUIDELINES:

## False or Misleading Advertising is Never Allowed

- Associates have a legal and ethical obligation to be truthful when advertising property or services.
- All advertising must comply with all state and federal advertising requirements as well as the NAR Code of Ethics. The Company may withdraw (without notice to the Associate) any advertisement that the Company deems to be false or misleading. If the Company discovers an advertisement that the Company deems misleading and is unable to withdraw it unilaterally, the Associate will be told to immediately remove such advertising. This removal will be at the cost of the Associate. This includes "For Sale" signs, email footers, bench ads, print and website advertising, and any other form of advertising.
- The Associate may be held liable to consumers for fraud, intentional misrepresentation, or negligent misrepresentation for making material false statements or material omissions in an advertisement. Additionally, the Associate may face disciplinary action from the California Bureau of Real Estate ("CalBRE").

## Real Estate Licensee Status

- Associates may only advertise property actually listed for sale or for rent by the Company. Any time an Associate advertises property, the Associate must indicate, by use of terms such as "Agent," "Real Estate Licensee" or an abbreviation such as "Agt.," that the advertising is being done by a real estate licensee.
- The use of the word REALTOR® satisfies this requirement as well, but can only be utilized by those who are actually REALTORS®. "Associate", "Associate Salesperson," or "Broker Associate" may be used if the Associate's licensed status and CalBRE license number are also included.
- Associate salespersons may never use names, designations or electronic media advertisements that could mislead consumers into falsely believing that such salespersons are real estate brokers. For example, an Associate named "John Doe" may not advertise or conduct business under the name "Doe Real Estate." Associate salespersons may ever brand and identify themselves as "independent" real estate practitioners or advertise that they can provide real estate services independently of the Company as responsible broker.

## License Numbers & Responsible Broker Identity

- Each Associate must disclose his or her name, license number and responsible broker's identity (i.e., the Company's approved Fictitious Business Name as it appears on CalBRE's website or both the Company name and associated broker license identification number), on all solicitation materials intended to be the first point of contact with consumers. "Solicitation materials" include business cards, stationery, advertising flyers, advertisements on television and in print, and other materials designed to solicit the creation of a professional relationship between the licensee and a consumer. The font size of the associate's license identification number can be no smaller than the smallest size of any other type used in the solicitation material.
- Effective January 1, 2018, California law mandates that Associate electronic media advertisements, "for sale," rent, lease, "open house," and directional signs also must comply with the "name, license number and responsible broker identity" disclosure requirements noted above.
- In contrast, Associate advertising and solicitation materials that contain a team name, including print or electronic media and "for sale," rent, lease, "open house," and directional signs, already must include (1) the team name and the name and license number of at least one of the licensed members of the team, displayed in a conspicuous and prominent manner and (2) the responsible broker's identity (i.e., the Company's approved Fictitious Business Name as it appears on CalBRE's website or both the Company name and associated license identification number), displayed as prominently and conspicuously as the team name. For example, example, if the font size on the team name in advertising is in a 12-point font, then the responsible broker's name should be in an equal or greater font size. Team advertising material may not contain terms that imply the existence of a real estate entity independent of the Company such as "real estate brokerage" or "real estate broker."

ASSOCIATE ADVERTISING GUIDELINES (continues)

FOR MORE INFORMATION on DRE Advertising Guidelines, visit:

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



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## ASSOCIATE ADVERTISING GUIDELINES (continued )

### Joint Marketing with Other Brokers

- In the event that an Associate ever wishes to participate in joint advertising or marketing with any real estate licensee other than the Company and its Associates (including participation in any “expansion” referral or marketing network), that Associate first must submit all proposed written and online marketing materials for review and written approval by the Company and by the responsible broker for each other licensee. Joint marketing of any sort must always clearly identify the responsible broker for each Associate licensee, and may never use misleading terms that imply the existence of a real estate entity independent of the responsible brokers.

### Misleading Titles Prohibited

- An Associate’s advertising, branding and marketing materials shall never refer to the Associate, or any team in which Associate is a member as “a division of Keller Williams Realty”, “CEO”, “President”, “Vice President”, “Senior Vice-President”, “Executive Vice-President”, “Executive Director”, “Executive Managing Director”, “Managing Director” or similar language that could create a false impression in the mind of the consumer, without prior written approval from the Company’s broker-officer.
- It is never appropriate to identify yourself in connection with the Company (i.e. “Keller Williams Realty \_\_\_\_\_” or simply “Keller Williams”) without identifying yourself as an “Associate”, “Associate Salesperson,” “Broker Associate, or “Agent.” For example, “Your Name – Keller Williams” is not an appropriate position or web page title.

### Agent-Owned Corporations

- Although California law allows an Associate to instruct the Company to pay the Associate’s commission split to an unlicensed corporation owned by the Associate, the Associate must take care to never use any such unlicensed corporation’s name in advertising or other dealings with consumers, and references to the unlicensed corporation may never appear on any purchase agreement, listing agreement or other document prepared or executed by the Associate in the Associate’s capacity as a real estate licensee.

### Websites and Social Media

- Websites, online postings, blogs, or social media accounts (such as public-facing Linked In, Instagram, Facebook, Snapchat or Twitter profiles) all fall within the Company’s advertising guidelines.
- Websites, domain names, online postings, blogs, or social media accounts may not include the following words without the express prior written consent of Keller Williams Realty, Inc. (“KWRI”): “Keller,” “Williams,” “Keller Williams,” “Keller Williams Realty,” “Keller Williams Realty International,” “KW,” “KWR,” “KWRI,” “Keller Williams Commercial,” “KW Commercial,” “Keller Williams Luxury Homes,” “KW Luxury Homes,” “KW Worldwide,” “KWW,” or any other KWRI trademark name.

### KWRI Standards & Identity Guide

- All advertising material, signage and business cards, using the Keller Williams logo must be used in compliance with the KWRI Standards & Identity Guide for the Agent and Standard & Identity Guide for the Franchise.
- All Associate advertising must include the words, “Each Office Is Independently Owned And Operated.”
- If any changes to advertising material, signage or business cards are required due to noncompliance with the Company’s advertising guidelines or the KWRI Standards & Identity Guide, the Associate is responsible for payment of all costs required to ensure compliance.

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