

PROFESSIONAL MATTERS

WEBINAR SERIES

**Do's and Don'ts of
Real Estate Advertising Requirements**

February 20, 2019





LEARNING OBJECTIVES

We will discuss how to use the *RECBC Advertising Requirements* PowerPoint presentation with your licensees at your brokerage

- 1** The rules & requirements
- 2** Understand how the requirements protect the public
- 3** Considerations for Personal Real Estate Corporations and Teams
- 4** Staying compliant on digital platforms & social media
- 5** Considerations for co-listing
- 6** Requirements when a licensee is suspended



RECBC

REAL ESTATE COUNCIL
OF BRITISH COLUMBIA




Do's and Don'ts of Real Estate Advertising:

Understanding Your Legislative Requirements in BC



THE RULES & REQUIREMENTS

A close-up, shallow depth-of-field photograph of a person's hands writing on a document. The person is holding a pen and writing on a white sheet of paper. A wooden ruler is placed horizontally across the paper. The background is blurred, showing another person's hands and a bowl of snacks. A large green circular graphic is overlaid on the left side of the image, containing white text.

**This webinar will
only cover advertising
rules under the *Real
Estate Services Act***

Rules Regulating Advertising

RESTRICTIONS AND REQUIREMENTS

4-6 Restrictions and requirements related to advertising generally

FALSE OR MISLEADING ADVERTISING PROHIBITED

4-7 False or misleading advertising prohibited

ADVERTISING IN RELATION TO SPECIFIC REAL ESTATE

4-8 Advertising in relation to specific real estate



**UNDERSTAND
HOW THE
REQUIREMENTS
PROTECT THE
PUBLIC**

Why Do These Rules Exist?

The goal is to ensure accurate representation about real estate and real estate services



ENSURE ACCURATE REPRESENTATION



NO FALSE OR MISLEADING ADVERTISING



TRANSPARENCY AND CLARITY



CURRENT AND ACCURATE INFORMATION



COMPARATIVE CLAIMS

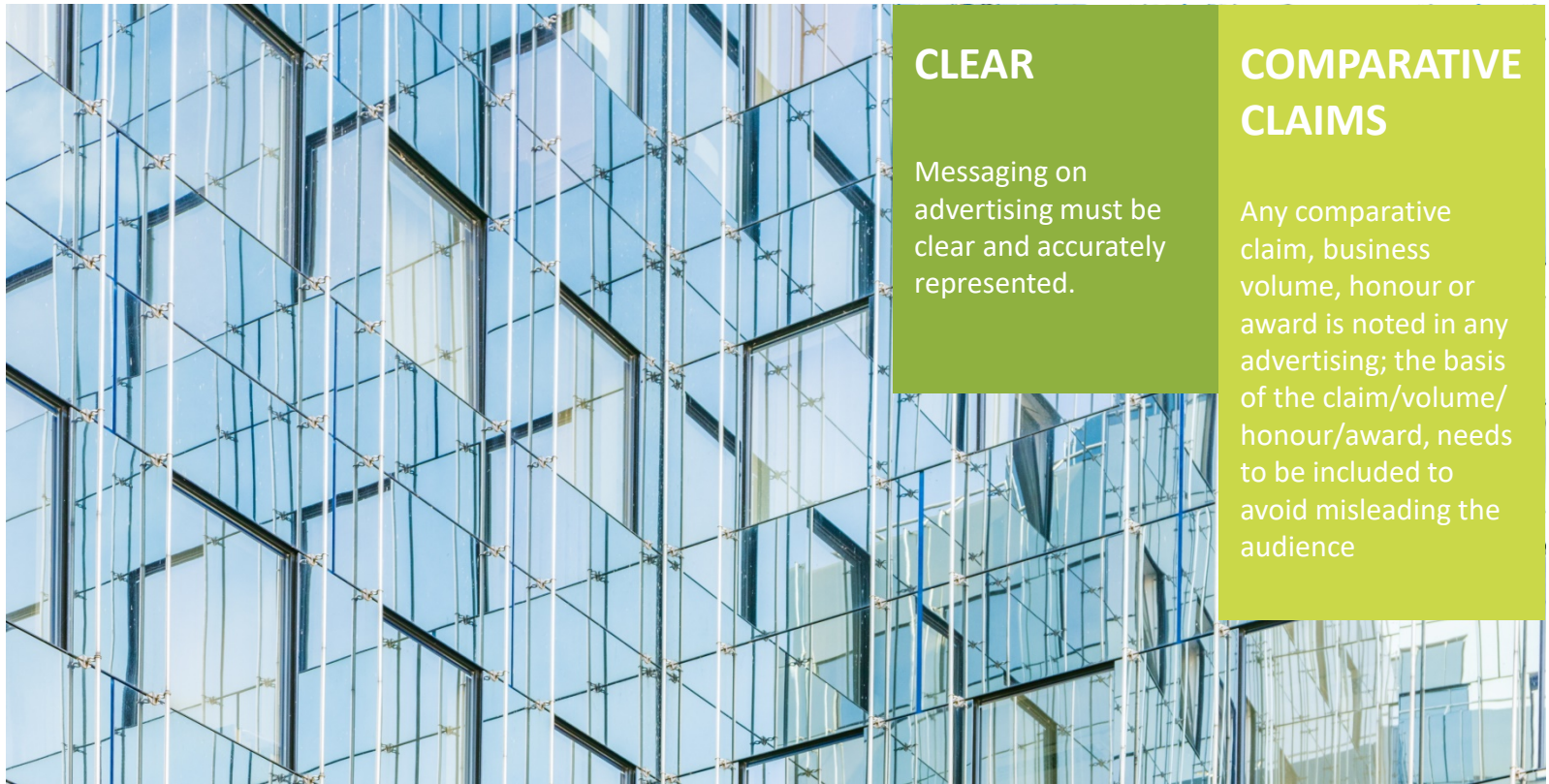


ENSURE PHOTOGRAPHS DON'T MISREPRESENT PROPERTY



Transparency and Clarity

Messaging on licensee's advertising must be clear, accurately represented and not misleading to confuse the viewer as to who is providing real estate services



CLEAR

Messaging on advertising must be clear and accurately represented.

COMPARATIVE CLAIMS

Any comparative claim, business volume, honour or award is noted in any advertising; the basis of the claim/volume/honour/award, needs to be included to avoid misleading the audience

No False or Misleading Advertising

Licensees should assume that all statements in an advertisement will be taken at face value and interpreted based on their plain meaning

spell out the intended meaning in plain language, or to provide some form of disclaimer within the advertisement

If a promise or offer is made in any advertising, any conditions or limitations must be clearly indicated

When using photographs in advertising materials, licensees must use caution so as to not alter or enhance photographs in any way that would misrepresent aspects of the property

Failure to follow these rules will result in the statement or photo being deemed misleading, deceptive or inaccurate

Current and Accurate



Listing information must be updated regularly

Licensees should not advertise another licensee's listing without express permission

If linking to outside database, it should be clear which listings are the licensee's

Advertising Requirements

MUST INCLUDE:

The full name of the brokerage registered with RECBC, which must be clearly and prominently displayed and easily readable

If a brokerage office address is included in the advertisement, it must be the correct address for the brokerage office at which you are licensed

If licensee name is included in the advertisement, it must be registered licensee name

Advertising Requirements

the full legal name of the brokerage must always be included

In the case of radio advertising, the full name of the related brokerage must be clearly stated

The franchise name is not the full name of the brokerage

Advertising Requirements

Prominence of the brokerage's name

Relative ease with which consumer can identify the brokerage

Watch out for smaller fonts or the name of the brokerage in a font that blends in with the background

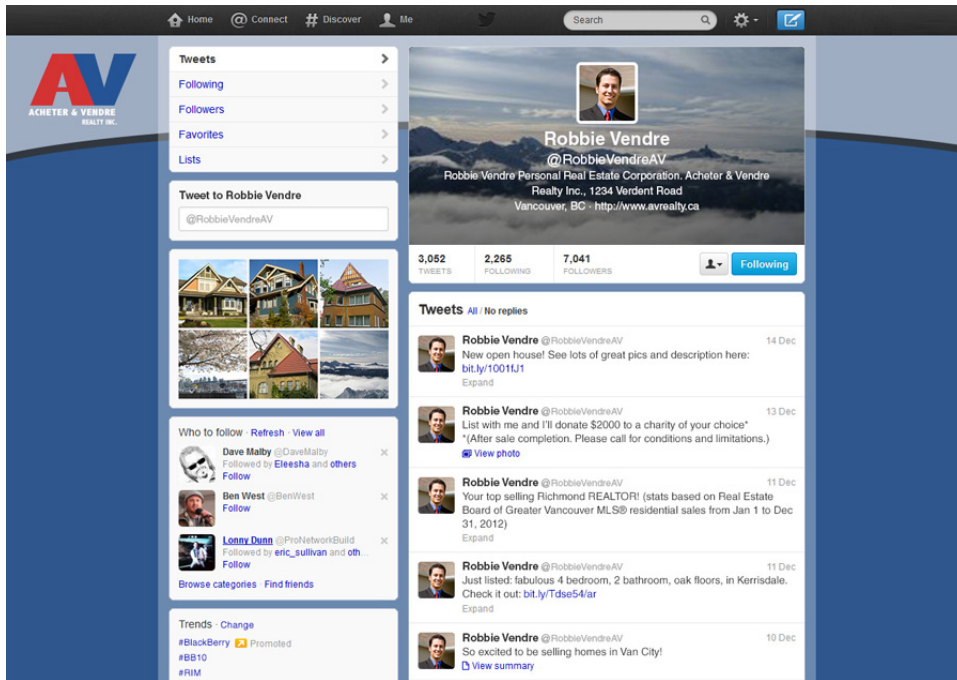
If a licensee name is included in the advertisement, it must be registered licensee name



**CONSIDERATIONS
FOR PERSONAL
REAL ESTATE
CORPORATIONS
AND TEAMS**

Personal Real Estate Corporations

How do licensees ensure they are compliant in their advertising?



A Personal Real Estate Corporation's licensee name is its legal name



If you have a Personal Real Estate Corporation, you must use its legal name, not your individual licensee name



You should ensure that the legal name of your Personal Real Estate Corporation is the name that you wish to advertise

Personal Real Estate Corporation

Robert Vendre





If Robert Vendre has a Personal Real Estate Corporation with the licensee name of “Robbie Vendre Personal Real Estate Corporation.” His advertising must reflect that name not Robert Vendre.

Jie Wu

Jie wu has registered “Jeffrey Wu” as his licensee name. He uses it for advertising purposes. If he wishes to license a Personal Real Estate Corporation, he must choose whether to license his Personal Real Estate Corporation under the name Jeffrey Wu or Jie Wu.

- There is no requirement that the font must all be the same, but the term “Personal Real Estate Corporation” must be clearly included
- The use of the acronym PREC by a licensee is not permitted on any advertising

Advertising & Your Team

-  **Before advertising as a team, you must register the team name with RECBC**
-  **You must always include the name of the brokerage in your team's advertisements**
-  **Including the name of the brokerage at the bottom of the website or print advertisement, in small type, does NOT satisfy the requirements**
-  **If you include unlicensed team members in your advertisements, you must identify them as unlicensed**

Family Members

Can family members with the same last name advertise together?



Family members can advertise together



Licensees with the same surname who are engaged by the same brokerage (e.g. “the Bloggs”) may advertise together as “the Bloggs”



You do not have to register the surname with RECBC



**STAYING
COMPLIANT
ON DIGITAL
PLATFORMS &
SOCIAL MEDIA**

Online Advertising



The full name of the brokerage must appear in a prominent and easily readable form on all internet and social media advertising

For social media advertising, licensees must include the name of their related brokerage on their profile screen

Only the licensee's main profile screen is required to contain the name of the licensee's related brokerage

Social Media Advertising

There are specific guidelines in our *Professional Standards Manual* for common online & social media websites



Facebook & Instagram

If you use Facebook to 'advertise', your profile and page must include the name of your brokerage. The name of your brokerage can be displayed in the cover photo.



Twitter

The bio section has room for your name plus that of your brokerage. You do not have to add the name of your brokerage in each tweet.



Google +

Put the name of your brokerage in the cover or profile photo. Keep in mind that posts are displayed first, not the *About* section.



YouTube

On the "Your Channel" section of YouTube, you may put your brokerage name in the "About" section.



Craigslst & Kijiji

Ensure that the name of your brokerage is prominently displayed and easily readable on any posting.



Foreign Language Publications

Translations of brokerage names into other languages is not acceptable.



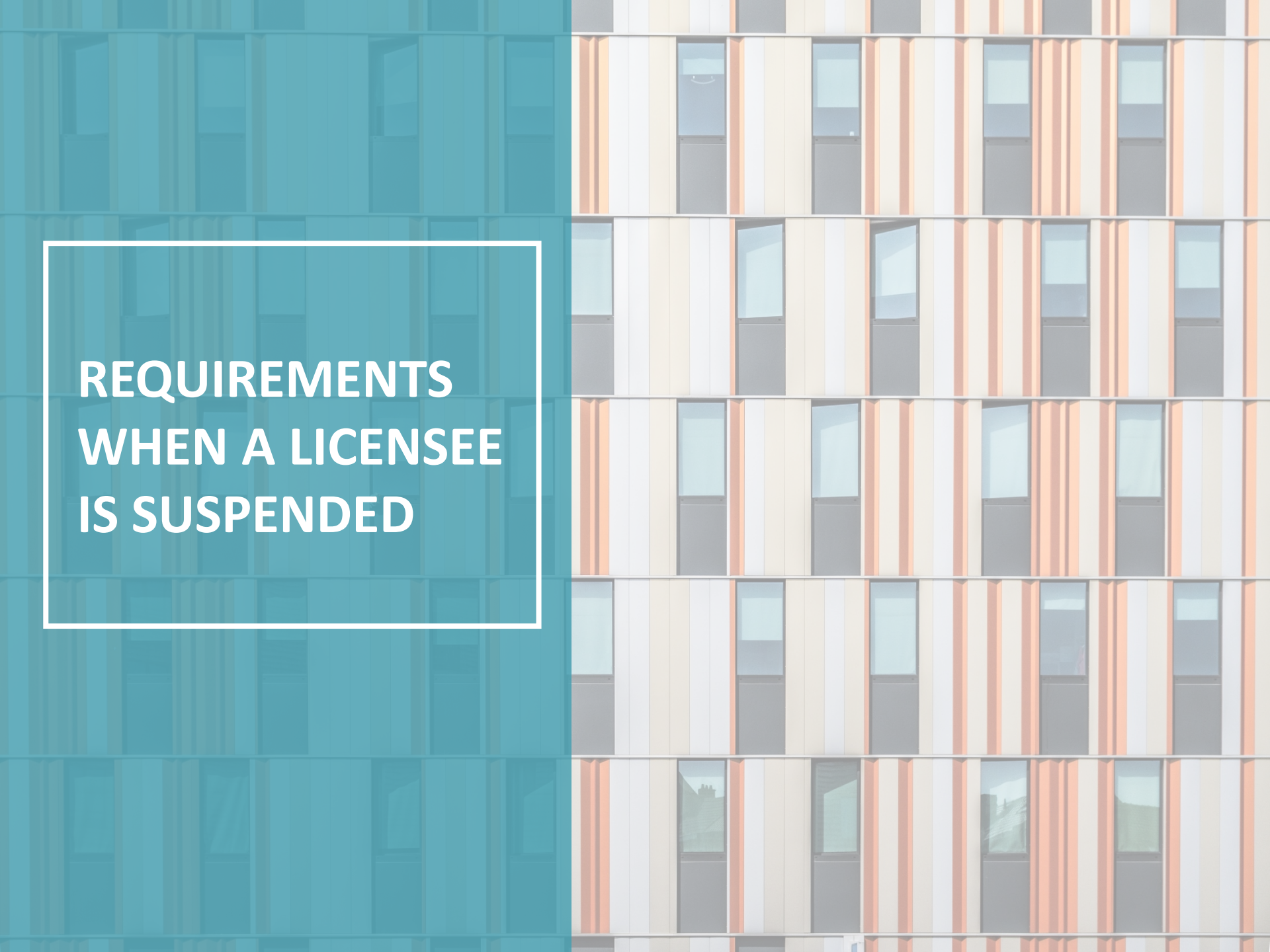
CONSIDERATIONS FOR CO-LISTING

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CO-LISTING CONSIDERATIONS

- 1** Carefully consider the risks of co-listing
- 2** Ensure that the service agreement identifies both brokerages involved in the co-listing
- 3** Ensure advertisements clearly show the full name of the brokerages involved
- 4** Open Houses must display signs for both brokerages involved (*subject to municipal bylaws*)



**REQUIREMENTS
WHEN A LICENSEE
IS SUSPENDED**

Suspensions & Advertising

Stop all advertising and promotions



Cancel or remove all print, TV, and radio ads



Cancel or remove all information on websites and social media channels



Cancel or remove all information on brokerages websites and social media



Cancel or remove advertisements on buses, benches, signage on cars



Think carefully about all methods used to advertise services





QUESTIONS AND ANSWERS

**THANK YOU
FOR ATTENDING!**



REAL ESTATE COUNCIL
OF BRITISH COLUMBIA

Questions?

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