

Advertising as a Professional Corporation

A registrant who has formed a professional corporation is not required to use his or her professional corporation identity when advertising trades in real estate. If you do choose to use your registered professional corporation identity when advertising, there are some guidelines to keep in mind.

Section 55(2) of *The Real Estate Act* requires that all advertisements relating to a trade in real estate must indicate the name of the brokerage for which the broker, branch manager, associate broker or salesperson is authorized to act. A professional corporation is not a brokerage registered pursuant to the Act and so any advertisement that contains the name of a professional corporation must also contain the name of the brokerage on whose behalf the registrant is authorized to carry on business.

A professional corporation name included in an advertisement must appear in the prescribed format: Name, Industry Identifier, Corporate Identifier.

The name included in the professional corporation identity must be the name of the registrant as it appears on the registrant's Certificate of Registration with the Commission and must consist of the registrant's surname and a given name. The industry identifier can be "real estate" or "realty". You may choose from the following list of acceptable corporate identifiers: Professional Corporation, Prof. Corp., P.C. Inc. or P.C. Ltd.

Following the above criteria, examples of acceptable professional corporation names are:

John Smith Real Estate Professional Corporation
John Smith Realty Professional Corporation
John Smith Real Estate Prof. Corp.
John Smith Realty Prof. Corp.
John Smith Real Estate P.C. Inc.
John Smith Realty P.C. Inc.
John Smith Real Estate P.C. Ltd.
John Smith Realty P.C. Ltd.

Your professional corporation identity can be used on any document generated in the course of a trade in real estate as long as it is clear on the document that the professional corporation is acting as a representative of a brokerage, not as the brokerage itself.

For example, you may use your professional corporation identity on a Residential Contract of Purchase and Sale provided the brokerage on behalf of which the professional corporation is authorized to act is clearly identified as the buyer's or seller's brokerage while the professional corporation is identified as a salesperson acting on behalf of a brokerage. Clear identification of the role each entity plays in the transaction includes ensuring that the name of the brokerage appears in the space designated for the buyer's brokerage or seller's brokerage.