

Advertising Requirements

The Compliance Department frequently fields questions about advertising. Following are our basic answers.

Section 55 of *The Real Estate Act* prohibits a registrant from advertising a trade in real estate unless the advertisement shows the name of the brokerage as set out on its certificate of registration. The name of the brokerage on behalf of which a registrant is authorized to trade is the only information that must be included in an advertisement.

Bylaw 717 prohibits a broker, branch manager, associate broker or salesperson from trading in real estate under any name other than the name on his or her certificate of registration. If you choose to use your name in an advertisement, it must be your name as it appears on your certificate of registration. If you have changed your name since you became registered or you have been trading under a nickname, you may want to log into the Commission's online system to ensure that your new name or nickname is present on your certificate of registration.

Bylaw 726 sets out the advertising standards registrants are expected to meet. The bylaw states:

Any advertisement or incentive or the offering of any incentive to the participation in an incentive program to the public as an inducement to trade in real estate undertaken or authorized by a registrant shall not be:

- (a) false;*
- (b) inaccurate;*
- (c) reasonably capable of misleading the recipient or intended recipient;*
- (d) in bad taste or offensive;*
- (e) harmful to the best interests of the public; or*
- (f) prohibited by law.*

If you have questions about advertising, please contact the Compliance Department.