

PAR guidelines for Agent/Team/Group Internet / email signature / print advertising / sign compliance

1. Every logo used in websites, email, print advertising and signs must be the Keller Williams Real Estate logo NOT the Realty logo

2. Web sites must comply with the following:

- a) Licensee must use their name as it appears on their real estate license
- b) Abbreviations and nicknames are not permitted
- c) Licensee name must be same size or smaller than office name
- d) **Teams/Groups** must list every licensee on the Team/Group; assistant names not permitted
- e) Full name of the office must be used- we are Keller Williams Real Estate NOT Realty
- f) Address of the office including street, city and state must appear
- g) Adding USA in the address is recommended but not required
- h) Office main phone number must appear
- i) Agent's personal business phone number must be same size or smaller than office phone
- j) Agent license number must appear
- k) Use of the term 'consultant' is not permitted
- l) The above information MUST be on every page in the web site

3. Email communications must include a signature line with the same information as required in internet website advertising.

4. Print advertising must comply with the following:

- a. Licensee must use their name as it appears on their real estate license
- b. Abbreviations and nicknames are not permitted
- c. Licensee name must be same size or smaller than office name
- d. Full name of the office must be used- we are Keller Williams Real Estate NOT Realty
- e. Office main phone number must appear
- f. Agent's personal business phone number must be same size or smaller than office phone
- g. Use of the term 'Consultant' is not permitted
- h. Teams/Groups must list every licensee on the Team/Group; assistant names not permitted

5. Signs agents use must comply with the following:

- a. Licensee must use their name as it appears on their real estate license
- b. Abbreviations and nicknames are not permitted
- c. Licensee name must be same size or smaller than office name
- d. Teams/Groups must list every licensee on the Team/Group; assistant names not permitted
- e. Full name of the office must be used - we are Keller Williams Real Estate NOT Realty
- f. Office main phone number must appear
- g. Agent's personal business phone number must be same size or smaller than office phone
- h. Sign must include the phrase "an Independent Member Broker"

Agent Signature:

Realtor® Marketing Guidelines

1. THE REALTOR® MARKS MUST BE PROPERLY FORMATTED.

Proper formatting of the REALTOR® Marks conveys to others that REALTOR® is a trademark and therefore has a special meaning. Keep in mind the following formatting when using the REALTOR® Marks:

Whenever possible, always display the REALTOR® word marks in all uppercase lettering with the trademark registration symbol:

REALTOR®

REALTORS®

If this formatting is not possible, then the REALTOR® Marks may be formatted one of the following ways:

- With a capitalized letter R and the trademark registration symbol ®:

Realtor®

Realtors®

- In all uppercase letters without the trademark registration symbol ®:

REALTOR

REALTORS

Members must separate the REALTOR® Marks from their personal name or business name with punctuation, such as a comma or hyphen. Separating punctuation must be used even if the REALTOR® Marks are displayed under the member's or brokerage's name.

Sally Rodriguez, REALTOR®

**John Smith,
REALTOR®**

Sunshine Realty — REALTORS®

Pleasant Realty, REALTORS®

Separating punctuation is not needed if REALTOR® appears before the member's name.

REALTOR® Sarah Jones

Realtor® Marketing Guidelines

2. DESCRIPTIVE WORDING MAY NOT BE USED WITH THE REALTOR® MARKS.

NAR's Bylaws prohibit the use of descriptive wording with the REALTOR® Marks. The REALTOR® Marks are intended to distinguish members from non-members. Using descriptive wording with the REALTOR® Marks has the improper effect of distinguishing between members. Prohibited descriptive wording includes geographic descriptors, adjectives, and words such as "my", "your", and "the."

Professional REALTORS®

Jane the REALTOR®

Top Chicago REALTOR®

www.bestrealtor.com

Hometown REALTOR®

steve@number1realtor.com

Improper Email Addresses, Domain Names and Usernames:

✕ **chicagorealtor@gmail.com**

This email address is improper because it omits a member name or brokerage name, and a descriptive term ("Chicago") appears adjacent to the REALTOR® Mark.

✕ **www.yourprofessionalrealtors.com**

This domain is improper because it omits a member name or brokerage name, and descriptive terms ("yourprofessional") appear adjacent to the REALTORS® Mark.

✕ **Janetherealtor as a username on Facebook**

This social media username is improper because descriptive language ("the") appears adjacent to the REALTOR® Mark. An acceptable replacement username is **janerealtor**.

✕ **localrealtorsarah@sunshine.com**

This email address is improper because descriptive wording ("local") appears adjacent to the REALTOR® Mark. Acceptable replacement email addresses are:

realtorsarah@sunshine.com

sarahrealtor@sunshine.com

localsarahrealtor@sunshine.com

realtorsarahlocal@sunshine.com.

Information from the State Real Estate Commission Regarding "Team" Advertising

On January 15, 1997, the State Real Estate Commission determined that "team" advertising is prohibited. The Commission was concerned that this advertising was misleading to the consumer because it gives the impression that the "team" is a licensed entity. After publication of the 1998 newsletter and the receipt of numerous requests and additional information, on June 22, 1999, the Commission reversed its position and adopted a Guideline to address team advertising. Since then, the Commission discussed team advertising with licensees on numerous occasions during its public meetings and at Realtor® board forums. Based on those discussions, at its December 13-14, 2005 meeting, the Commission amended its original Guideline and adopted the following:

Licensees are permitted to advertise as a team provided the following criteria are met:

1. The team name is either the licensed or Commission-registered nickname of a licensee on the team. The team name may not be a fictitious name.

<i>Examples of acceptable team: NAMES</i>	<i>Example of unacceptable team: NAMES</i>
Benjamin Franklin team	Franklin team
Ben Franklin team (where Ben is registered as a nickname)	

2. On all advertisements, except business cards, all team members must be listed using the team member's licensed or Commission-registered nickname.
3. Unlicensed individuals, including office staff, may not be listed or pictured as members of the team.

<i>Examples of acceptable team: ADVERTISEMENTS</i>	<i>Example of unacceptable team: ADVERTISEMENTS</i>
<p>"Joe Smith Team"</p> <p>Joe Smith (associate broker), John Thomas (salesperson) and Michael Jones (licensed assistant) (phone)</p> <p>Masters of Real Estate, Inc. Office (phone)</p>	<p>"Joe Smith Team"</p> <p>Joe Smith (associate broker), John Thomas (salesperson), Michael Jones (licensed assistant) and Sally Jordon (Closing Coordinator) (phone)</p> <p>Masters of Real Estate, Inc. Office (phone)</p>
<i>Examples of acceptable team: BUSINESS CARDS</i>	<i>Example of unacceptable team: BUSINESS CARDS</i>
<p>John Thomas Member of the Joe Smith Team (phone)</p> <p>Masters of Real Estate, Inc. Office (phone)</p>	<p>John T. Member of the Joe Smith Team (phone)</p> <p>Masters of Real Estate, Inc. Office (phone)</p>

Dos and Don'ts of **bright**TM MLS

PRE-MLS & OFFICE EXCLUSIVE LISTINGS

- REQUIRED to stay within the office
- DO NOT email to other brokerages
- Absolutely NO marketing of any kind!! This includes:
 - Signage
 - Mailers
 - Social Media Posts (including in closed groups!)
- NO Showings in Coming Soon status

FREQUENT MISTAKES



A photo is REQUIRED for every listing. DO NOT publish without at least ONE PHOTO



Make sure your CELL PHONE number is listed as your primary contact number



No branding/marketing in your listing photos or virtual tours - this includes the yard sign or your logo



Public Remarks No-Nos: References to the following information are prohibited- showing contacts, agent or broker names, any reference to the listing brokerage or listing agent, commissions, phone and fax numbers, all web site or email addresses, virtual tours, alarm codes, lockbox codes or other security measures.

Which listing status should you use in Bright?



This status cheat sheet has you covered!

Don't forget - all status changes must be reported within three (3) business days.

Active	The property is actively being shown to buyers.	<ul style="list-style-type: none">• Currently subject to a listing contract and entered in Bright.• Available showings (new construction may not qualify), AND• Seeking agreements of sale to present to the Seller; AND• The listing is on the market and a written offer has not been accepted.
Active Under Contract	The property is under contract however it is still available for showings.	<ul style="list-style-type: none">• A written offer has been accepted.• The seller has directed:<ul style="list-style-type: none">- continue to show the property AND- accept backup offers.
Cancelled	The contract for the listing has been cancelled.	<ul style="list-style-type: none">• Both the listing broker and the seller have agreed to terminate the listing agreement prior to its original listing expiration date.• The listing is no longer being marketed by the listing broker.
Closed	Used for both Sale and Rental Listings	<ul style="list-style-type: none">• A successful closing has taken place, AND• Title has been transferred from Seller to Buyer OR• Possession of a property has been transferred from a lessor to a lessee.• The agreement of sale has been fulfilled or the lease agreement has been executed.
Coming Soon	The property will be available to be shown within a 21 day period from the date entered in the MLS.	<ul style="list-style-type: none">• Currently subject to a listing contract and entered in Bright.• No agreement of sale is currently in effect.• This listing has not yet been on the market but will be on the market soon.• Seller directed to:<ul style="list-style-type: none">- to market (or pre-market) the property.- but not to set appointments for showings during a current, specifies time-period.• Listings are limited to 21 days for the coming soon status.
Expired	The contract for the listing has expired and has not been renewed.	<ul style="list-style-type: none">• The listing contract has passed its expiration date, AND• The Participant has not secured permission from the Seller on or before that date to extend the term of the listing.
Temporarily Off Market	The property has been taken off the market for a set period of time.	<ul style="list-style-type: none">• Temporarily suspend the marketing of the property, AND• Not set appointments for showings.• The listing contract between the Participant and the Seller remains in effect.• The listing is expected to come back on market.
Pending	The property is currently under contract and pending settlement.	<ul style="list-style-type: none">• An agreement of sale is in effect, AND• The settlement has not yet taken place, AND• Showing appointments are not being accepted.• The listing is no longer on the market.
Withdrawn	The property has been taken off the market.	<ul style="list-style-type: none">• The listing has been withdrawn from the market.• A contract still exists between the Seller and the listing broker.• There is no intention to bring the listing back on the market.