

Marketing Guidelines

Social Media

- Your business page should be Name, Realtor at Keller Williams
- Post to your business page, then share to everywhere else
- Only share listings that belong to our brokerage (unless you are sharing from your website!)
- If you are not the listing agent, you must recognize the listing agent
- Do not market a listing that is not yours without getting permission from the listing agent

Yard Signs/ Open House Signs

- Agent Name
- Cell Phone Number & Office Number Clearly Labeled & the same size
- KW Newtown Logo or Keller Williams REAL ESTATE logo (NOT Realty)
- "Each Office is Independently Owned and Operated."

Business Cards

- Agent Name
- RE License Number
- Cell Phone Number & Office Number Clearly Labeled & the same size
- KW Newtown Logo or Keller Williams REAL ESTATE logo (NOT Realty)
- "Each Office is Independently Owned and Operated."

IMPORTANT INFORMATION

Team Names MUST have your full name as it is licensed with the state

Your name and/or team logo MUST be the same size as the

KW Newtown logo - ALWAYS include the brokerage name/logo and phone number

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.

Examples of acceptable team: NAMES	Example of unacceptable team: NAMES
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.

Examples of acceptable team: ADVERTISEMENTS	Example of unacceptable team: ADVERTISEMENTS
<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>
Examples of acceptable team: BUSINESS CARDS	Example of unacceptable team: BUSINESS CARDS
<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**[™] 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.