

## Advertising Compliance Checklist

### Website:

- Firm name "reasonable and readily apparent" (COE SOP 12-9)
- Designations and certifications accurate (COE SOP 12-13 & DRE)
- State of licensure  Other states? (COE SOP 12-9)
- DRE #  NMLS # (DRE)
- Is content current? (COE SOP 12-8)
- Authorization to frame any other broker websites (COE SOP 12-10)
- All content original or authorized by owner (COE SOP 12-10)
- Only your firm's listings advertised or others' with permission (MLS 12.8)
- IDX info not altered or scrubbed (MLS 12.16)

### Business Cards:

- Firm name (COE SOP 12-5)
- Designations and certifications accurate (COE SOP 12-13 & DRE)
- DRE #  NMLS # (DRE)
- Current Board position- NOT on card (Corporate Policy 1.16 & 15.03)

### Email Signature:

- Status as a real estate professional (COE Article 12)
- Firm name (COE SOP 12-5)
- DRE #  NMLS # (DRE)
- Current Board position- NOT included on email signature (Corporate Policy 1.16 & 15.03)

### Misc Promotion & Property Advertisements:

- Status as a real estate professional (COE Article 12)
- Firm name (COE SOP 12-5)
- DRE # (DRE)
- All terms and conditions of free services, discounts, prizes or inducements disclosed (COE SOP 12-1, 12-3)

- \_\_\_\_\_ All references to listed property include accurate pricing & firm name (COE SOP 12-5)
- \_\_\_\_\_ URLs used or registered present a “true picture” (COE SOP 12-12)
- \_\_\_\_\_ Disclosure of any intention to share or sell consumer info collected via internet (COE SOP 12-11)
- \_\_\_\_\_ Written permission from sellers for all advertised property (COE SOP 12-4)
- \_\_\_\_\_ Printed market updates have required disclaimer verbiage (MLS 12.9)

**Teams:** (COE SOP 12-5)

- \_\_\_\_\_ All team members’ names included
- \_\_\_\_\_ All team members’ DRE # included (DRE)
- \_\_\_\_\_ Firm name “reasonable and readily apparent” (COE SOP 12-5)

**Blogs:**

- \_\_\_\_\_ Check for comments that should be removed or clarified (COE SOP 15-4)

**Listings:**

- \_\_\_\_\_ Public comments only pertain to marketing & condition of property (MLS 12.5.1)
- \_\_\_\_\_ Minimum of one exterior picture on MLS upon submission (MLS 11.5 b)
- \_\_\_\_\_ If there is a lockbox on the property, it must be a Kim User Group lockbox. (MLS 13.2 a)
- \_\_\_\_\_ Combo codes or security info in confidential remarks only with written seller permission (MLS 12.5.2)
- \_\_\_\_\_ Dual/variable agreements disclosed (MLS 7.22)
- \_\_\_\_\_ Offer date/time info requires seller’s written permission & must be updated if changed (MLS 9.4)
- \_\_\_\_\_ Commission offered without any restrictions (MLS 7.12)
- \_\_\_\_\_ Status current within 24 hours? (MLS 10.2)

**Professional Courtesies:**

- \_\_\_\_\_ Do you return calls to colleagues in a timely manner?
- \_\_\_\_\_ Do you maintain adequate communication throughout the transaction?
- \_\_\_\_\_ Do you stay current on industry news and changes in transaction requirements?