

Marketing & Advertising Guidelines:

[Link to full Powerpoint here](#)

When are you considered advertising? **ALWAYS!**

Anytime, any place you are making sure people know you are in real estate or discussing properties for sale/ for rent, the condition of the market, etc.

Franchises (like Keller Williams) have to include the OWNERSHIP STATEMENT **"Each office is independently owned and operated"** wherever possible.

No discrimination! NO STEERING.

- Discriminatory advertising is not permitted. The reader should not perceive the ad as discriminatory
- **A good practice is to describe the property, not the people or a behavior** – for example, it is safer to be 2 blocks from the train station than walk to the train station
- If people are used in ads, they should be diverse (age/race/gender, etc)

A licensee always has to indicate his/her licensed name (legal name) **and the broker's business name.**

Refer to your license status with the proper terminology

ex: Elizabeth Woodward, Salesperson | Keller Williams Realty
Elizabeth Woodward, Sales Representative | Keller Williams Realty
Elizabeth Woodward, Sales Associate | Keller Williams Realty
Elizabeth Woodward, REALTOR-ASSOCIATE® | Keller Williams Realty

• Advertising any phone number or email address of an individual licensee **also requires including the office phone number**

• Always **identify** the various phone numbers, such as home, res., cell, mobile, fax.

C: 609.377.0685 | **O:** 856.316.1100 or **Cell:** 609-377-0685 | **Office:** 856-316-1100

• "Home office" reference is NOT acceptable

Use of REALTOR®

• Using the trademark name should be considered as **indicating membership in NAR** **(you MUST actually be a member of NAR to refer to yourself as a REALTOR®!)**

• Preferred use is in capital letters with ®: REALTOR®, REALTORS®, REALTOR-ASSOCIATE®

• **Do not use** with descriptive words or possessive (ex: "ThatSassyRealtor")

• Separate by punctuation when associating with a name: Ex: **Elizabeth Woodward, REALTOR®**

• YOU CANNOT ADVERTISE THAT A PROPERTY IS "SOLD" UNTIL IT HAS CLOSED!

- From the end of attorney review to the closing, a property shall be advertised as **under contract NOT SALE PENDING.**

- If showings are not permitted during a certain period, **no one can look at the property**

When Advertising financial terms:

- Any financial advertising has to include “to a qualified buyer”
- If the advertising gives specific dollar amounts, add the terms “approximate” or “estimated”
- If the advertising includes mention of specific amounts of down payment, installment payments, finance charge or loan repayment period, then the ad also has to include information on the total loan amount, required down payment, installment amounts, all finance charges, APR and the total of all the payments TIL

Giveaways

Offering free or discounted products or services can be done as long as the following rules are abided by:

- A licensee cannot offer any free product or service as part of a lottery, contest, game or drawing

- **The consumer cannot be required to enter into any contract in return for a free product or service**

- Licensees can offer free CMAs with proper statement that the CMA is not an appraisal and the free CMA does not obligate the owner to list

- Items of token value (\$5.00 or less) are acceptable as giveaways

- When you offer a free product or service, the licensee needs to provide a written disclosure including:

- o **No requirement to enter into a contract to benefit from the promotion**

- o What is required from the consumer to qualify (attend a listing presentation, informational session, etc.)

- o When services/ products will be delivered

- Disclosure has to be made before any action from the consumer

- **Licensee must disclose if being paid or is receiving any compensation**

Sample Giveaway Disclosure

Joseph T. Ryan, Licensed REALTOR® Associate, Keller Williams Realty - Moorestown
513 S Lenola Rd, Moorestown, NJ 08057.

Each office is independently owned and operated. Participants understand that there is no requirement to

enter into a contract to benefit from this promotion. To qualify, all that is necessary is to complete this online form. One entry per individual. Additional entries granted for referrals entered above. Winner will be chosen on AUGUST 25, 2024. Consumers understand that they are not required to enter into any sale, listing or other real estate contract as a condition of their receipt and use of the product included in this promotion or offer. Delivery of the offered product will be provided LOCALLY to the winner once selected on AUGUST 25, 2024. Good luck!

Additional things to consider:

If an image has been materially altered in any way by Agent, the fact that the image is altered shall be disclosed. Ex: You must disclose that an image was altered if AI was used or if you had a virtual stager edit the listing photos to include adjustments or changes

It matters how you represent yourself and your brokerage. (License status, office info, ethics)

You're ALWAYS advertising. Remember that. *In person, in print, and online*

Disclose, disclose, disclose. Tell the truth. Be ethical. Just send the damn proof to Liz!

At first glance or within a click, an outsider must be able to tell who you are (your role, that you're a REALTOR® or Team Member) AND which brokerage you are a member of. In our case, you can use a KW logo, a Keller Williams Realty logo, or a KW Moorestown logo– but you need to identify that you are a member of Keller Williams. Since your brokerage name is advertised, you will also need our ownership statement: Each office independently owned and operated (even if it's tiny text and faded - it just needs to be present!) You can also include the Fair Housing logo (below) or a combination of FH & REALTOR®. **** the one at the end in an 'empty' square rectangle is the WHITE logo ****



KW Logos: [Canva Template link here](#)



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