

24 THINGS TO DO (& not do)

when marketing your business

Whether your advertising is in print, broadcast or online, make sure you are following these basic rules so you don't violate state law or run afoul of the REALTOR® Code of Ethics.



- ▶ Be honest and truthful
- ▶ Present a true picture
- ▶ Ensure your status as a real estate professional is readily apparent
- ▶ Disclose terms of availability of any "free" product or service
- ▶ Disclose any benefit from a third party
- ▶ Offer clear, advance understanding of all terms and conditions of any offering of premiums, prizes, merchandise discounts, etc. as an inducement to list, sell, purchase or lease property
- ▶ Disclose the name of your real estate firm in a reasonable and readily apparent manner
- ▶ Disclose your status as an owner, landlord, buyer or tenant
- ▶ Ensure the information on your website is current
- ▶ Include the firm's name and state(s) of licensure in a reasonable and readily apparent manner, making sure it is at least the same size as or larger than the agent's or team's name.
- ▶ Disclose if information gathered via the Internet will be shared or sold
- ▶ Display only professional designations, certifications and other credentials to which you are legitimately entitled
- ▶ Disclose your status as the designated managing broker, if applicable

Source: Real Estate License Act, 2000;
REALTOR® Code of Ethics

Cont'd on
back: "Don'ts"



- ▶ Be misleading or untruthful
- ▶ Post blind ads
- ▶ Advertise property without authority
- ▶ Quote a price that is different than what was agreed to with the seller or landlord
- ▶ Post a "sold" sign before closing without authority of the listing broker
- ▶ Engage in deceptive or unauthorized framing of real estate brokerage websites
- ▶ Manipulate listing and other content in any way that produces a deceptive or misleading result
- ▶ Deceptively use metatags, keywords, or other devices/methods to direct, drive or divert Internet traffic
- ▶ Present content developed by others without either attribution or permission
- ▶ Mislead consumers
- ▶ Use or register URLs or domain names that presents less than a true picture

Source: Real Estate License Act, 2000; REALTOR® Code of Ethics

For more information on the REALTOR® Code of Ethics or the Illinois REALTORS® Ethics Citation Program, go to www.illinoisrealtors.org/disputes

