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
Don’t...

- 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