

# 21 THINGS TO DO AND 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.

### DO...

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- ✓ Be honest and truthful
- ✓ Present a true picture
- ✓ Ensure your status as a real estate professional is readily apparent
- ✓ Disclose any benefit from a third party
- ✓ Offer thorough, 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 or landlord
- ✓ Ensure the information on your website is current and include the firm's name and state(s) of licensure in a reasonable and readily apparent manner
- ✓ 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 managing broker, if applicable

### DON'T...

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- ✗ 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
- ✗ Engage in deceptive or unauthorized framing of real estate brokerage websites
- ✗ Manipulate listings 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
- ✗ Use or register URLs or domain names that present less than a true picture
- ✗ Represent a service as free or available at no cost unless you will receive no compensation from any source for that service



**ILLINOIS  
REALTORS®**

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