

ILLINOIS REALTORS® ADVERTISING CHECKLIST

Let Illinois REALTORS® help! Our experts can assist you with advertising.



Name of Licensee

Does the advertisement include the full name of the real estate licensee?

**NOTE: Not always needed if general company ad.*

☐ YES ☐ NO

Managing Broker

If you are the designated managing broker on record with the Illinois Department of Financial and Professional Regulation, and your name is in the ad, does the advertisement identify you as designated managing broker?

☐ YES ☐ NO

Brokerage Name

Is the complete brokerage name disclosed in a reasonable and readily apparent manner (not solely a company logo or abbreviation of the company name) and is it as large or larger than the agent's or team's name?

☐ YES ☐ NO

Authority to Advertise

Does the licensee have the written authority of the owner to advertise the property?

☐ YES ☐ NO

Honest and Truthful

Is the advertising content honest and truthful? Does the advertisement avoid any misleading statements or exaggeration of fact?

☐ YES ☐ NO

Teams

Does the advertising contain the full non-misleading name of the team and avoid the use of the following terms: Company, Realty, Real Estate, Agency, Associates, Brokers, Properties or Property?

☐ YES ☐ NO

Referral Fees

Does the advertisement avoid offering anything of value to an unlicensed person solely for the referral of a prospective client or customer?

☐ YES ☐ NO

Property Owned

If the advertisement is a "by-owner" ad for the sale, purchase or lease of real property that a licensee owns or in which he has an interest, does the advertisement state that the owner is a real estate licensee?

☐ YES ☐ NO

Inducements

If the advertisement includes an offer for goods or services that are free, are all the terms governing this offer included? If a premium, prize or discount is offered, is there language disclosing all terms and conditions?

☐ YES ☐ NO

Sold Property

If advertising sold properties, did the licensee participate in the sale of the property as the listing broker or cooperating broker?

☐ YES ☐ NO

Designations

Is the licensee entitled to use any and all designations contained in the advertising?

☐ YES ☐ NO