



GREC MARKETING AND ADVERTISING GUIDELINES



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MARKETING & ADVERTISING

- You are required to review the GREC advertising rules & regulations: Complete rules on advertising can be found in **Rule 520-1-.09** www.grec.state.ga.us
- All advertising (print media, signs, website, e-mail, business cards, blogs, vlogs, Craigslist, Facebook, etc...) by an affiliate licensee must be done in the name of firm and under the supervision of the broker. When a licensee advertises a specific property or properties for sale, for rent, or for exchange, the name of the licensed firm offering the property must appear in equal or greater size, prominence, and frequency than the name or names of any affiliated licensees or groups of licensees.
- Additionally, the telephone number of the firm must appear in equal or greater size, prominence, and frequency than any telephone numbers of any affiliated licensees or groups of licensees. *See also Rule 520-1-.09*
- All marketing materials must be approved by your Broker or the Managing Broker
- Any advertising on the Internet by a licensee of real estate for sale shall disclose the name and telephone number of the licensee's firm on every viewable web page of a website except as herein otherwise provided

GREC ADVERTISING GUIDE

ALL ADVERTISING (INCLUDING SPECIFIC PROPERTY)

Is Not Misleading

Does Not Discriminate

In the Name of the Broker (Firm not the person)

- Corporate Name or Trade Name as approved by GREC

Reviewed & Approved by the Broker

ADVERTISING SPECIFIC PROPERTY (HOUSE, APARTMENT, SUBDIVISION, CONDO, LAND, ETC.)

REQUIRED

- Brokerage Name – Corporate or Trade Name as Registered with GREC
- Brokerage Phone Number as registered with GREC (but can have agent extension after wards as long as when public calls there is an option for them to get to Broker without having to go through agent)
- Broker's Name equal or greater size, frequency or prominence than agent(s).
- Broker's telephone number is equal or greater size, frequency or prominence than telephone number of agent(s).
- Can use the size of Broker's Logo in name as measurement "yardstick" for size

OPTIONAL

- Affiliate Licensee(s) or Team Name
- Telephone number other than broker
- E-mail/Web address

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ADVERTISING LICENSEE-OWNED PROPERTY

- Written notification to Broker PRIOR to signing contract for listing / purchase / sale / lease / option / exchange
- Broker's written consent & approval
- Includes appropriate licensee disclosure
- Complies with Rules on advertising specific property

ELECTRONIC MARKETING:

- Agent Website - EVERY page must include Brokerage Name & Brokerage Phone Number
- All other Electronic Marketing - if you don't have enough room for all of GREC compliance, you MUST include a link to a website (yours or your Broker's) that IS in full-blown GREC compliance - i.e. the public must be 1 click away from something that does meet GREC marketing compliance laws

GREC ADVERTISING GUIDE

BROKER'S ADDRESS

- There is NOTHING in GREC License Law about a Brokerage Address being on anything - not required on signs, business cards, postcards, etc.
- BUT GREC does allow for a Brokerage to have a policy requiring the Brokerage address being business cards or anything else

BUSINESS CARDS

- Must meet terms of ALL Marketing
- Does not need Broker's Phone Number UNLESS
 - Broker requires by policy
 - That Business Card will ever be in a listing

DIRECTIONALS

- They are marketing a specific property so per GREC, directional should meet the terms of marketing a specific property



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Get clear about your goals
by taking action today.

Get on my calendar for a
complimentary 15 minute
marketing consultation

CLICK HERE!

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