

Checklists for Advertising

Email Signature

- Link to your completed and most recent TREC IABS form, named properly according to size, above your name
 - Link to document, one click away
- Link to your TREC Consumer Protection Notice, named properly according to size, above your name
 - Link to document, one click away
- Your name with **REALTOR®**
- Broker Information by including a Market Center logo, that shows your broker in at least ½ the size of your largest contact information, which includes your name and/or logo



- KELLER WILLIAMS® Realty ownership statement included
 - Each Office is Independently Owned and Operated
- Wire fraud notice

Website

The best way to add TREC documents in most websites is to add two pages each with a menu link that contains the name of the documents, then on the actual page, insert an image of the appropriate TREC form(s).

- Name of agent or team name
 - If team, using a correct team name per new rules with the word “team” or “group” is the same size as the rest of the team name.
- Appropriate domain name (url)
- Are you or your team identified as a REALTOR® or REALTORS®
 - Note that this is a membership, not a title or designation. It matters in how and where you use the designation. See NAR requirements.
- Broker is clearly identified and is at least ½ the size of your largest contact information (your contact information includes your name and/or your logo). You will use the KW Dallas Metro North Logo.



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- TREC IABS form or link added with proper name, location and size
 - If a team, need to have all of the team member IABS forms added
 - If a link, needs to be one click away
 - Verify you are using an updated and completed IABS form
- TREC Consumer Protection Notice form or link added with proper name, location and size
 - If a link, needs to be one click away

Facebook

Personal Page

- Are you identified as a REALTOR® or REALTORS®
 - Note that this is a membership, not a title or designation. It matters in how and where you use the designation. See NAR requirements.
- Broker is clearly identified as KELLER WILLIAMS® Realty, Dallas Metro North
- TREC Information about Brokerage Services form added to the featured images on the left side of your profile information.
 - Verify you are using an updated and completed IABS form
- TREC Consumer Protection Notice form added to the featured images on the left side of your profile information.

Business Page

- Name of agent or team name
 - If team, using a correct team name per new rules with the word “team” or “group” is the same size as the rest of the team name.
- Appropriate page name
- Are you or your team identified as a REALTOR® or REALTORS®
 - Note that this is a membership, not a title or designation. It matters in how and where you use the designation. See NAR requirements.
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- TREC IABS and Consumer Protection Notice forms added as a post that is pinned to the top of your page feed with identifying information in that post.

- Verify you are using an updated and completed IABS form
- If a large team, add the form of the team lead, then add a link to where all of the team’s forms are located, preferably on a website page.
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Google Business Page

Name of agent or team name

- If team, using a correct team name per new rules with the word “team” or “group” is the same size as the rest of the team name.

Are you or your team identified as a REALTOR® or REALTORS®

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Broker is clearly identified as KELLER WILLIAMS® Realty, Dallas Metro North

Add the following as images to your page:

- The KW Dallas Metro North Logo, including the KW ownership statement “Each Office is Independently Owned and Operated”.
- Completed and updated TREC Information About Brokerage Services form
- Completed TREC Consumer Protection Notice form

LinkedIn

Name of agent or team name

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Broker is clearly identified and is at least ½ the size of your largest contact information (your contact information includes your name and/or your logo). You will use the KW Dallas Metro North Logo.



KELLER WILLIAMS® Realty ownership statement included

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TREC IABS form and link added with proper name, location and size

- Verify you are using an updated and completed IABS form
- If a large team, add the form of the team lead, then add a link to where all of the team’s forms are located, preferably on a website page.

- Due to the platform and the forms and links are not easily visible, that is why the recommendation is to include the images as well as the links to the forms.

TREC Consumer Protection Notice form and link added with proper name, location and size

- Due to the platform and the forms and links are not easily visible, that is why the recommendation is to include the images as well as the links to the forms.

YouTube

Name of agent or team name

- If team, using a correct team name per new rules with the word “team” or “group” is the same size as the rest of the team name.

Appropriate channel name

Are you or your team identified as a REALTOR® or REALTORS®

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TREC IABS link added

- If a team, need to have all of the team member IABS forms added
- If a link, needs to be one click away, if possible
- Verify you are using an updated and completed IABS form

TREC Consumer Protection Notice link added

- If a link, needs to be one click away, if possible

Twitter

Name of agent or team name

- If team, using a correct team name per new rules with the word “team” or “group” is the same size as the rest of the team name.

Appropriate account name

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TREC IABS and Consumer Protection Notice added as links to a “pinned” tweet

- If a team, need to have all of the team member IABS forms added
- If a link, needs to be one click away
- Verify you are using an updated and completed IABS form

Pinterest

Name of agent or team name

- If team, using a correct team name per new rules with the word “team” or “group” is the same size as the rest of the team name.

Appropriate account name

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Add a board titled “TREC Disclosure” with 3 sections and drag to the first position

1. TREC Information About Brokerage Services, with added image of the form
2. TREC Consumer Protection Notice, with added image of the form
3. Brokerage Information, with added image of the KW DMN logo with Ownership statement

Instagram

Name of agent or team name

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Appropriate account name

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Add links to TREC Information About Brokerage Services and TREC Consumer Protection Notice via the LinkTr.ee site

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Social Media Post

Agent’s Name, REALTOR®

Proper Team Name (if applies)

City/State in which property being advertised is located

Ownership statement, which is “Each Office is Independently Owned and Operated”

Broker Information in the form of the market center logo



The Gold Team

February 20 · 🌐

Entertainer’s Paradise! Large Chef’s Kitchen with top of the line appliances & custom cabinetry. Lots of room for family and friends. For more information contact Bob Gold, REALTOR®, KELLER WILLIAMS® Realty, Dallas Metro North. 222-222-2222



Each Office is Independently Owned and Operated

FOR SALE - Coppell, Texas

Get the current price, photos, details and more now!

SEARCHALLPROPERTIES.COM