

TREC Advertising Rules – Are You Compliant?

Objective: This workshop is to bring more awareness and understanding of how to implement the new TREC rules that will be enforced on May 15, 2018.

Expectations: Upon completion of this course you will have an understanding of the advertising rules that all agents are responsible for knowing and implementing as well as understanding how to implement them.

Completion Checklist: Review this section at the end of class and check the boxes that apply. If all boxes aren't checked be sure to retake this course or consult with your instructor.

I understand...

- Where to find the new TREC advertising rules
- Where to find other rules such as NAR, TAR, GLAR
- Where to find the Keller Williams International and Dallas Metro North policies
- That I am responsible for implementing the rules
- What is meant by “advertising”
- How to implement the rules
- That I must have a completed TREC IABS form with the proper names (be sure Anne Lakusta is listed as the Designated Broker and Stacey Buettner as the Licensed Supervisor)

Action items...

- Review your name, team or group name, your DBA and make sure you are compliant.
- Review **all** of my online presence (websites, social media, etc.) and make needed updates.
- Review all of my print branding (business cards, yard signs, flyers, etc.) and make needed updates at the appropriate timing.

A Guide - Items to review and update, if needed

You not only need to comply with TREC Rules, but also NAR, TAR, Keller Williams, etc.

- Your team/group and/or DBA name
- Business cards
- Yard signs
- Flyers, Postcards, any type of advertising
- Advertising of *all* kinds
- Do you use tools such as BombBomb or Listings to Leads? Any other type of software such as this?
- Website(s) – current, previous and once you may have public but have never used.
***Do a Google Search, find out what you have public
ALL KW agents have an eEdge website that needs to be updated whether or not
you use it and most likely an eAgenC website as well.*
- Facebook Business Page
- Facebook Personal Profile
- LinkedIn
- Twitter
- Instagram
- Pinterest
- Google Business Page
- YouTube

**This is not an exhaustive list, this is a start to help get you thinking of what needs to be update.

Example signature line:

[Texas Real Estate Commission Information About Brokerage Services](#)
[Texas Real Estate Commission Consumer Protection Notice](#)

Joe Smith, REALTOR®

222-222-2222

www.websiteinfo.kw.com



Each office independently owned and operated

WIRE FRAUD: During your representation by Keller Williams Realty you will NEVER be asked, via email, to wire or send funds to ANYONE, not even a title company. DO NOT COMPLY WITH EMAIL INSTRUCTIONS TO WIRE FUNDS!



Important things to know

This is not a complete list and are highlights of advertising and marketing rules to follow. Please check with KW, TREC, TAR and NAR for complete rules.

Some of the references are:

<https://www.nar.realtor/about-nar/governing-documents/code-of-ethics/2018-code-of-ethics-standards-of-practice#article12>

<https://www.nar.realtor/legal/risk-management/nar-internet-advertising-policy>

<https://www.trec.texas.gov/article/trecs-advertising-rules-what-you-need-know>

<https://www.trec.texas.gov/tips-posting-iabs-and-consumer-protection-notice-0>

KELLER WILLIAMS® Realty Identity & Style Guide (this is on KW Connect and on our Market Center Intranet)

Items that are required by May 15th

1. All DBA's individuals, teams, groups, must comply with TREC, TAR & KW guidelines, which means, among other things, must end in "team" or "group".
You can file your DBA with the county and/or state for permission and protective use of your DBA name. Find Assumed Name form online (County Clerk of Court or Secretary of State)
2. Currently the word "Realty" cannot be used in a team, group or DBA name. On May 7th TREC is voting on whether or not they will allow the word "Realty" in the middle of a team, group or DBA name. We strongly urge you to not use "Realty" and to not wait until May 7th to make your decision on your name, if you are one of those needing to change.
3. Your team, group or DBA name must be registered with TREC prior to using it (see Rosemary to get this filed).
4. Must not use titles on advertising that implies you are responsible for the brokerage such as President, CEO, etc.
5. Domain names (url) must be compliant per NAR
6. Must Identify yourself as REALTOR®
7. Must identify your brokerage
8. Broker name must be at least 1/2 the size of the largest contact information (this includes the agent's name).
9. You cannot have the Keller Williams international logo or Keller Williams DMN logos combine as part of the design of your logo. They must be separate.
10. Must provide a link to your completed Texas Real Estate Commission Information About Broker Services and Texas Real Estate Commission Consumer Protection Notice in at least 10 point font or in at least 12 point font you can use TREC instead of Texas Real Estate Commission"

11. Your TREC forms, when added using a hyperlink (mentioned in #10 above) must, when possible, be one click away.
12. The complete list of TREC's advertising rules are located here on the TREC website:
 - a. <https://www.trec.texas.gov/article/trecs-advertising-rules-what-you-need-know>
13. Yard signs: Preferred 33% - 50% KW Red

Items that need to updated as you create new advertising

1. The phrase "Each office independently owned and operated" must be most places. A good rule of thumb is where you must have a KW DMN logo, you must include ownership statement.
2. Use the KW Dallas Metro North Logo such as the example below:



3. Proper way to write realtor is = REALTOR® (trademarks need to be uppercase)
4. Proper way to write Keller Williams = KELLER WILLIAMS® Realty (trademarks need to be uppercase)



Market Analysis Information

<https://www.trec.texas.gov/agency-information/rules-and-laws/trec-rules>

§535.17 Broker Price Opinion, Comparative Market Analysis, or Sales Price Estimate

1. A real estate license holder may not perform an appraisal of, or provide an opinion of value for, real property unless the license holder is licensed or certified under Texas Occupations Code, Chapter 1103.
2. If a real estate license holder provides a broker price opinion, comparative market analysis, or estimated worth or sale price under the Act, the license holder shall also provide the person for whom the opinion, analysis, or estimate is prepared with a written statement containing the following language: "This represents an estimated sale price for this property. It is not the same as the opinion of value in an appraisal developed by a licensed appraiser under the Uniform Standards of Professional Appraisal Practice."
3. The statement required by subsection (b) of this section must be made part of any written opinion, analysis, or estimate of worth or sale price and must be reproduced verbatim in at least 12-point font.
4. A sales agent may prepare, sign, and present a broker price opinion, comparative market analysis, or estimate of worth or sale price for the sales agent's sponsoring broker, but the sales agent must submit the broker price opinion, comparative market analysis, or estimate of worth or sale price in the broker's name and the broker is responsible for it.

Facebook Post Example

- 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, must be 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.



kw DALLAS METRO NORTH
KELLERWILLIAMS. REALTY

Each Office is Independently Owned and Operated

FOR SALE - Coppell, Texas
Get the current price, photos, details and more now!
SEARCHALLPROPERTIES.COM