

THE LOUISIANA REAL ESTATE COMMISSION'S

ADVERTISING GUIDELINES CHECKLIST

Advertising Guidelines: A Checklist

Disclaimer: These guidelines were established to provide a framework for licensees and assist them in determining the appropriate methods for advertising. They were written to give guidance on acceptable practices for advertising in the real estate industry that are in conformity with the law and rules and regulations.

Broker Responsibility: Brokers must take all reasonable means to make sure that the licensees they sponsor comply with the provisions of the Louisiana Real Estate License Law and Commission Rules and Regulations. Brokers must therefore ensure that their own advertising, and any advertising done on their behalf by their sponsored licensees, is consistent with the rules.

Basic Rules: A checklist is provided below to assist in ensuring YOUR advertising practices are in line with the rules and recommendations of the Louisiana Real Estate Commission. Please visit our website to answer any further questions.

1. Disclosures & Representations

- Advertisements contain the sponsoring or qualifying broker's name and telephone number.
- Advertisements contain the identical name of the broker, individual or entity, as is registered with the Commission.
- Advertisements are supervised and approved by the sponsoring broker or qualifying broker.

2. Owner Authorization

- Written authorizations have been obtained from **all** owners of a property for all advertisements of property for sale or lease.
- Advertisements for undivided real estate clearly state that the property advertised is undivided.
- Advertisements for options on real estate clearly state that it is an option being advertised and not the property itself.

3. Agent Owner-Licensed Agent

- Advertisements for the sale or lease of a property by a licensee who owns any interest in the property includes the disclosure that the owner has a real estate license.
- Advertisements or offers to purchase or rent property for a licensee's full or partial interest state in the advertisement that he or she is a licensed real estate agent.

4. Accuracy

- Advertisements are accurate and do not misrepresent any property, terms, values, policies or services of the business conducted.
- Advertisements do not include any name or trade name of any organization or association of which the licensee advertising is not a member.

5. Residential Property

- Advertisements indicate the month and year the advertisement is printed, published or distributed, or is contained in a publication with such information printed on it.

6. **Franchise Organizations**

- Advertisements clearly state the brokerage firm is independently owned and operated.

7. **Internet Advertising**

- Each page of a website on which an advertisement appears that is posted by a broker, as well as on the first or last page of all commercial emails, bulletin board posts, social media posts (Facebook, Craigslist) etc., contains the following:
 - the broker's name or trade name as registered with the commission
 - the city and state of the broker's main office or branch office.
 - the regulatory jurisdiction(s) in which the broker holds a real estate brokerage license.
- Each page of a website on which an advertisement appears that is posted by an associate broker or salesperson, as well as on the first or last page of all commercial emails, bulletin board posts, social media posts (Facebook, Craigslist) etc., contains the following:
 - the associate broker or salesperson's name
 - the broker name or trade name listed on the license of that associate broker or salesperson
 - the city and state of the broker's main office or branch office.
 - the regulatory jurisdiction(s) in which the broker holds a real estate brokerage license.

8. **Group or Team Advertising**

- Advertisements contain the broker's full name or trade name and telephone number.
- Advertisements use only team names approved by the sponsoring broker.
- Advertisements list the full name of each team member and only represent members who are licensed.

9. **Promotions & Incentives**

- Advertisements do not offer any rebates to clients as the law prohibits this practice.

Inaccurate or Misleading Advertising:

According to state law, advertisements cannot be misleading or inaccurate.