

E-8

DORA'S ADVERTISING RULE EXPLAINED

from Chapter 2: Commission Rules & Regulations

NAMES

No Broker shall Advertise in a way that would mislead the public concerning the identity of the Broker or Firm.

All Advertising must be done CLEARLY & CONSPICUOUSLY.

TRADEMARKS

A Brokerage Firm may use a Trademark along with its legal name or Trade Name as long as it has permission from the owner of that Trademark.

Only use one Trade Name, unless consent is obtained from the Commission

TEAMS

Teams are prohibited from using the following terms in the Team's name: Realty, Real estate, Realtors, Company, Corporation, Corp., Inc., LLC, LP or LLP.

All Team Advertising must include the legal name or Trade Name of the Firm.

USING A REALTOR® LOGO/MARK



NAR owns numerous marks including: REALTOR®, REALTOR-ASSOCIATE®, REALTORS®, the REALTOR® Logo and the Block "R" mark. Members are licensed by NAR to use one or more of the MARKS in connection with or in reference to themselves and their real estate businesses.

DIGITAL MARKETING & COMMUNICATION



When a Broker owns a website or controls its content, every Viewable Page must include the Broker's Name (or Team Name) and the Firm. Any expired listings must be removed from the site within 3 days of the listing expiring.

A Broker who communicates via email, chat, IM, blogs or other similar means to Advertise real estate services must use the Broker's name (or Team Name), and the name of the Brokerage Firm.

AN EXCEPTION TO THE RULE



It is not required to disclose the Broker's name and Firm in electronic Advertising when space is limited (i.e. Twitter, Facebook, Youtube, banner advertisements, etc.).

In this case the Broker will simply need to disclose on the Broker's webpage to which the Advertising links, within the 1st click of the mouse.



SALES DATA

General Advertising which recaps sales activity over a period of time in a given subdivision/geographical area must:

1. cite the source of the data;
2. include a disclaimer that all reported sales were not necessarily listed/sold by the Broker; and
3. are intended only to show trends in the area or shall separately identify the Broker's own sales activity.

WANT TO LEARN MORE

visit www.colorado.gov/pacific/dora



COLORADO
Department of
Regulatory Agencies
Division of Real Estate