MREC ADVERTISING CHECKLIST

All advertisements to be placed by or on behalf of a licensed Salesperson, Associate Broker, or Broker licensed by the Maryland Real Estate Commission (MREC) should be submitted to the Broker, Branch Office Manager, or the Broker-Manager's designee for compliance review before release. If the advertisement has been created for a Team member or on behalf of a Team, the Team Leader should also review and approve the piece using the checklist below.

Advertisement means any representation, promotion, or solicitation directed to consumers, by any means such as oral, written, or visual advertisement, for any purpose concerning the provision of real estate brokerage services.

NAME OF LICENSEE	Does the advertisement include the licensee's full name exactly as it appears on their real estate license?
LICENSE CATEGORY	If the advertisement includes a licensee's category, is it correct? The only available options include Salesperson, Associate Broker, or Broker. Terms, such as Associate, are not recognized as licensing categories.
BROKERAGE NAME	Does the advertisement "meaningfully and conspicuously" display the Brokerage's name, and include the Brokerage's full name as it appears on the MREC license (not solely a company logo or abbreviation of the company name)?
PHONE NUMBER	Does the advertisement include the identified telephone number of the Broker or Branch Office Manager?
AUTHORITY TO ADVERTISE	Does the licensee have the written authorization of the owner or listing Broker to advertise the Property – i.e., a listing contract?
TRUE & ACCURATE PICTURE	Is the advertisement's content factual and true? Does the advertisement avoid any misstatement or exaggeration of fact? Do(es) the licensee(s) in the advertisement hold an active real estate license and are they registered at the brokerage Branch Office that the advertisement references?
TEAM ADVERTISING	Does the advertisement include the full name of the licensee as the name appears on the license, as advertising in solely the name of the Team is prohibited? Is the Team name directly connected to the Brokerage name using connecting words such as "of, from, with, or at"?
OFFERING OF INDUCEMENTS	Does the advertisement avoid offering compensation or anything of value through a contest, lottery, drawing or other prize mechanism or element of chance? (Be advised the Commission recognizes an exception to this requirement, for example, a drawing held at an open house that is available to the general public, not only to individuals who buy or sell property with the Licensee, Team, or Brokerage.)
COMPENSATION FOR REFERRAL FEES	Does the advertisement avoid offering compensation or anything of value to an unlicensed person solely for the referral of a prospective client or customer?
PROPERTY OWNED BY LICENSEES	If the advertisement is for the sale, purchase or lease of real property that a licensee owns, does the advertisement state the fact that the owner is a real estate licensee in the State of Maryland?
ELECTRONIC MEDIA & THE "ONE-CLICK RULE"	Does the electronic media (Facebook, Instagram, etc.) advertisement include the required Brokerage name and phone number (a) On the first 25% of the main page of the electronic media advertisement; OR (b) If the electronic media has a limitation of 280 characters or fewer, on the first 25% of a page that is accessible after a single click on a hyperlink on the main page of the electronic media advertisement?

Maryland O&P
DEPARTMENT OF LABOR
DIVISION OF OCCUPATIONAL & PROFESSIONAL LICENSING

Disclaimer: This Checklist is not intended as a comprehensive statement of all of the applicable statutory and regulatory requirements for advertising

labor.maryland.gov/license/mrec 410-230-6200 dlmrec-labor@maryland.gov