

# VREB & NAR REQUIRED ADVERTISING DISCLOSURES

Effective November 2015. Revised January 2018

<p><b>Electronic Media Advertising by Firm REQUIRED DISCLOSURE INFORMATION</b></p>	<p><b>Print Advertising by Firm REQUIRED DISCLOSURE INFORMATION</b></p>
<ul style="list-style-type: none"> <li>• Firm's licensed name</li> <li>• City and State where firm or branch office is located</li> <li>• <b>NAR COE Standard of Practice 12-9</b> Realtor firm websites shall disclose the firm's name and state(s) of licensure in a reasonable and readily apparent manner.</li> </ul>	<ul style="list-style-type: none"> <li>• Firm's licensed name</li> <li>• <b>NAR COE Standard of Practice 12-5</b> Realtors shall not advertise nor permit any person employed by or affiliated with them to advertise real estate services or listed property without disclosing the name of the Realtor's firm in a reasonable and readily apparent manner.</li> </ul>
<p><b>Electronic Media Advertising By Licensee REQUIRED DISCLOSURE INFORMATION</b></p>	<p><b>Print Advertising By Licensee REQUIRED DISCLOSURE INFORMATION</b></p>
<ul style="list-style-type: none"> <li>• Licensee's Name</li> <li>• Licensee's Firm Name</li> <li>• City and state where licensee's place of business is located.</li> <li>• <b>NAR COE Standard of Practice 12-5</b> Realtors shall not advertise nor permit any person employed by or affiliated with them to advertise real estate services or listed property, without disclosing the name of the Realtor's firm in a reasonable and readily apparent manner.</li> </ul>	<ul style="list-style-type: none"> <li>• Licensee's Name</li> <li>• Firm's Licensed Name</li> <li>• <b>NAR COE Standard of Practice 12-5</b> Realtors shall not advertise nor permit any person employed by or affiliated with them to advertise real estate services or listed property, without disclosing the name of the Realtor's firm in a reasonable and readily apparent manner.</li> </ul>
<p><b>Examples of Electronic Advertising</b></p> <ul style="list-style-type: none"> <li>• Facebook</li> <li>• Websites</li> <li>• Real estate related emails to the general public, prospects and clients</li> <li>• Craig's List Ads</li> </ul>	<p><b>Examples of Print Advertising</b></p> <ul style="list-style-type: none"> <li>• Print newsletters</li> <li>• Flyers</li> <li>• Newspaper/Magazine ad/articles</li> <li>• Letters and postcards</li> </ul>
<p align="center"><b>Business Cards REQUIRED DISCLOSURE INFORMATION</b></p> <p align="center">•Licensee's Name •Firm's Licensed Name •Contact information "Contact information" is defined as telephone number or web address.</p>	
<p align="center"><b>Twitter, Instagram, Pinterest, PicCollage and Other Forms of Limited Electronic Media REQUIRED DISCLOSURE INFORMATION</b></p> <p align="center">Advertisement of real estate services or listed property in a limited electronic media display must include all required disclosures or a link to a web page, no more than one click away, where the required disclosure information can be viewed.</p>	
<p align="center"><b>For Sale and For Lease Signs REQUIRED DISCLOSURE INFORMATION</b></p> <p align="center">For sale and for lease signs placed on the property shall include but not be limited to the firm's name and the <u>firm's primary or branch office telephone number.</u></p>	
<p><b>FAIR HOUSING REGULATIONS VAC 135-50-290. Use of equal housing opportunity logotype, statement, or slogan.</b> All advertising of residential real estate for sale, rent, or financing should contain an equal housing opportunity logotype, statement, or slogan as a means of educating the home seeking public that the property is available to all persons regardless of race, color, religion, sex, handicap, familial status, elderliness, or national origin. The choice of logotype, statement, or slogan will depend on the type of media used (visual or auditory) and, in space advertising, on the size of the advertisement.</p>	

If you have questions concerning advertising disclosure requirements, you can contact Peggy Lynch, Vice President of Professional Development and Risk Management 804.422.5000 or email [plynch@RARealtors.com](mailto:plynch@RARealtors.com).