

ADVERTISING – LICENSED NAME

Purpose: This bulletin sets out the rules and guidelines for using licensed names in advertising.

This bulletin applies to all real estate brokerages, brokers, associate brokers, associates, and mortgage brokerages, brokers and associates.

You must deal, trade, and advertise in your licensed name

Only deal, trade, and advertise in the brokerage's full licensed name and the full name that appears on your personal licence.

Clearly display the brokerage's name on all advertising. It must be obvious to a consumer.

Advertising with other names

You can use other names such as a nickname (for example, Condo Man or Mortgage Guru) or a franchise, team or brand name, as long as:

- the brokerage's licensed name and your licensed name appear clearly
- the other name is legal
- the other name does not give the impression that it's a separate business from the licensed brokerage

Advertising with an unlicensed person

Do not mislead the public into thinking someone is licensed when they are not. If you use the picture or name of someone who is not licensed (for example, an unlicensed assistant), you must clearly indicate their position and licensing status (for example, Mary Smith, unlicensed assistant).

Advertising guidelines

Using your brokerage's name and contact information

- clearly display the licensed name of the brokerage. You must use the brokerage's licensed name at least once and separate from any mention of the brokerage's website.
- include the brokerage's business address, website, and telephone number whenever you can.

Advertising with a single name, combined name, or marketing slogan

- you can use a single name—like "Joe" instead of "Joe Smith"—as long as you clearly indicate your full licensed name and your brokerage's licensed name on the advertisement.
- you can advertise together if you and another industry member share the same last name (for example, the Smiths), as long as you clearly

display each of your full licensed names and your brokerage's licensed name on the advertisement.

- you can use a marketing slogan (for example, The Smith Team), as long as you clearly display the full licensed name of each industry member in the advertisement.

Names to avoid

- do not use names typically associated with brokerages such as "realty" and "real estate."
- do not use another business's name.

Related information

Legislation

- *Real Estate Act*: sections 55, s.12
- *Real Estate Act Rules*: sections 49(a)(b), s.51(1)(b)(c), s.53(a), s.54(1)(a), s.65(1)(b), s.67(1)(b), s.70(1)(a)

Guides

- Advertising Guidelines

Information Bulletins

- Advertising – Clearly Indicated
- Advertising – False and Misleading
- Advertising – Internet Guidelines