

Advertising Guidelines by State

Massachusetts

- Massachusetts requires the Brokerage name to be on advertising. This includes social media.
- The LAER Logo fulfills this requirement as long as the words “LAER Realty Partners” is part of the logo.

New Hampshire

- New Hampshire requires the Brokerage Name and office phone number on all advertising. This includes Social Media.
- The phone number can be either the local office number or the Toll Free number.
- The number must go to an office where the caller can easily be transferred to the broker.
- The Toll Free number is 844-687-5237.

Maine

- Real estate brokerage advertisements must contain the trade name (or Brokerage Name) as licensed by the Commission of the real estate brokerage agency that placed the advertisement.
- All ads must provide direct access to the company. The main office phone number satisfies this requirement.
- In an advertisement that appears on or is sent via the Internet, the trade name of the agency that placed the advertisement must prominently appear or be readily accessible. This applies to print ads and to social media.
- The LAER Logo fulfills the Brokerage Name requirement as long as the words “LAER Realty Partners” is part of the Logo

Rhode Island

- All advertising shall include the name of the Brokerage or Principle Broker.
- The name of the Brokerage shall be displayed so that it is larger and more prominent than any included name of a Licensee or Team.
- The name of a Licensee or Team cannot be bigger than the Brokerage name.
- The name of the Brokerage should be in close proximity to the Licensee's name and/or Team's name.
- Team names shall include the word "Team" or "Group" in all advertising.

Connecticut

- All advertising shall include the name of the Brokerage or Principle Broker.

***** Electronic Advertising*****

- A real estate licensee advertising or marketing on an internet site, owned or controlled by the real estate licensee, shall include on the home page of the site on which the real estate licensee's advertisement or information appears the following data:
 - (1) licensee's name and office address as it appears on said licensee's real estate license;
 - (2) name of the real estate broker with whom the licensee is affiliated, as that real estate broker's name is registered with the commission;
 - (3) all states in which the licensee holds a salesperson or broker license;
 - (4) last date on which property information shown on the site was revised.
- A real estate licensee using internet electronic communication for advertising or marketing, including but not limited to e-mail, e-mail discussion groups, and bulletin boards, shall include on the first or last page of all communications the following data:
 - (1) the licensee's name and office address;
 - (2) the name of the real estate broker with whom the licensee is affiliated as that real estate broker's name is registered with the commission;
 - (3) all states in which the licensee holds a salesperson or broker license.

Florida

- Florida requires the Brokerage name to be on advertising. This includes social media.
- The LAER Logo fulfills this requirement as long as the words “LAER Realty” is part of the logo.
- If an ad contains a Licensee’s personal name, the person’s last name must appear as it is registered with the Florida Real Estate Commission (as it appears on the agent’s license).
- The LAER Bowen Logo fulfills this requirement.

All States - Additional Advertising Guidelines

- Ads may not include any fraudulent, false, deceptive or misleading information.
- It must be clear that this is a Real Estate Agency
- It must make clear that they are dealing with a real estate licensee.
- General Team Advertising – all states
- Real estate team or group names shall not include the following words:
(a) Agency (b) Associates (c) Brokerage (d) Brokers (e) Company (f) Corporation (g) Corp. (h) Inc. (i) LLC (j) LP, LLP or Partnership (k) Properties (l) Property (m) Real Estate (n) Realty (o) Or similar words suggesting the team or group is a separate real estate brokerage or company