

NEW MREC Advertising Rules take effect JULY 1, 2018

Expanded Rule 3.3 affects each and every real estate licensee who markets, promotes or advertises his/her real estate services.

New Rule 3.5 affects real estate Teams or Groups.

For your convenience in this communication the rules are in paraphrased formal with links to the FULL CONTENT.

The MREC Advertising Rule 3.3 has been expanded to:

- A. Clearly defines “advertising” and “advertisement”.
 - Advertising means oral, written, visual, printed or electronically generated advertisement by a licensee OR other person on behalf of the licensee
 - Advertisement means oral, written, visual, printed or electronic media advertisement and encompasses any correspondence, mailing, newsletter, brochure, business card, for sale or for lease signage or sign rider, promotional items, automobile signage, telephone directory listing, radio and television broadcasts, telephone solicitation and electronic media to include emails, text messaging, public blogs, social media networking websites and/or internet displays (REALTOR.com, Zillow, etc.)
- B. Requires all advertising to prominently display the Broker or Brokerage firm name in such a manner that it is
 - Conspicuous, discernible and easily identifiable by a member of the public.
 - **Requires the Principal Brokers to VERIFY** that their name or the name of the Firm is prominently displayed on all advertising
 - Requires the Firm name to be in the SAME SIZE or LARGER print than that of a Licensee or Team, or any licensee or team or group situated near the name of the Brokerage Firm
 - Require that all advertising include the TELEPHONE NUMBER of the Principal Broker or the Brokerage Firm.
- C. Requires the Principal Broker to have written authorization of all owners of a property prior to advertising in any way or placing a sign on any property offering it for sale or rent. (interpreted by MREC as a written listing agreement).

Full text of Rule 3.3

http://www.mrec.ms.gov/docs/MREC_NOTIFICATIONS_Advertising_Rule3.3.pdf

An entirely *NEW* Advertising rule 3.5 has been created related to Real Estate Teams or Groups that includes 5 stipulations:

- Defines a Team or Group – a collective name used by two or more active real estate licensees who represent themselves to the public as being part of a single entity which is organized with the written approval of a Principal Broker.
- Requires a Team or Group to:
 - work under the direct supervision of the same Principal Broker
 - work together on real estate transactions to provide real estate services
 - be designated by a specific team or group name
 - conduct all activity from a primary office or branch office where their licenses are displayed
- Requires the appointment of a team leader who is a Broker Associate with a minimum of one year of real estate experience and who will have supervisory responsibility (under the supervision of the Principal Broker) over the team members.
- Allows a team name, with written approval of the Principal Broker and team leader, to be used in any type of advertising so long as all advertising is in compliance with MREC Rule 3.3 which includes:
 - The requirement that the Principal Broker or the Brokerage Firm name and their telephone number is prominently displayed on all advertising
 - The requirement that the name of the Team must be situated near the name of the Brokerage Firm and be in the same sized or smaller print as that of the Brokerage.
- Prohibits team names or team advertisement suggesting that the team is an independent real estate brokerage. Team names must NOT include terms such as real estate brokerage, realty, real estate, or company.

Full text of Rule 3.5

http://www.mrec.ms.gov/docs/MREC_NOTIFICATIONS_TEAMGUIDELINES3.5.pdf