

# OREC ADVERTISING CHECKLIST

All advertisements to be placed by or on behalf of a real estate licensee should be submitted to the broker, office manager, or Managing Broker's designee for compliance review prior to release. If the advertisement has been created for a member of -- or on behalf of -- a team, the team leader should also review and approve the piece using the guidelines below.



## Name of Licensee

Does the advertisement include a trade name registered with the Commission or the name under which the broker is licensed?

  
YES  
NO

## Trade Names

If the advertisement utilizes a trade name, has your broker or entity registered the trade name with the Commission?

  
YES  
NO

## Broker Reference

Does the advertisement display the Broker or Brokerage's name in such a way that the Broker's reference is "prominent, conspicuous and easily identifiable"?

  
YES  
NO

## Yard Signs

Does the yard sign advertisement include the office telephone number of the listing broker?

  
YES  
NO

## Authority to Advertise

Does the licensee have permission from the owner or owner's representative before advertising any property for sale, rent, lease or exchange in any media?  
Does the permission granted by the property owner or owner's representative have a definite date of expiration?

  
YES  
NO

## True & Accurate

Is the advertisement's content factual and true? Does the advertisement avoid any misstatement or exaggeration of fact? Does the licensee in the advertisement hold an active real estate license registered at the brokerage that the advertisement references?

  
YES  
NO

## Team Advertising

Does the advertisement avoid advertising only under the team name? Is the advertisement approved by your broker? Is the team name used in the advertisement registered with the Commission?

  
YES  
NO

## Offering of Inducements

If the advertisement uses prizes, money, gifts or other valuable consideration for marketing purposes, does the advertisement specify that they are NOT contingent or limited to individuals making an offer or purchasing a specific property?

  
YES  
NO

## Payment of Compensation for Referral Fees

Does the advertisement avoid offering compensation or anything of value to an unlicensed person for the referral of a prospective client or customer?

  
YES  
NO

## 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 Oklahoma?

  
YES  
NO