

### 61J2-10.026 Team or Group Advertising

- (1) "Team or group advertising" shall mean a collective name used by one or more real estate licensees who represent themselves to the public as a part of one brokerage that performs real estate license activities under the supervision of the same broker.
- (2) A team or group shall not be formed without written approval from the registered broker.
- (3) The registered broker shall designate a member of each approved team or group as the contact person responsible for all communications between the broker and the team or group. The registered broker must maintain a current written record of each team's or group's members.
- (4) The registered broker shall be responsible for all license activity of team or group members.
- (5) Team or group names. Real estate team or group names must always include the word "team" or "group" as part of the name. Real estate team or group names shall not include the following words:
  - (a) Realtors
  - (b) Company
  - (c) Corporation
  - (d) Corp.
  - (e) Inc.
  - (f) LLC
  - (g) LP or LLP
  - (h) or similar words suggesting the team or group is a separate real estate brokerage or company
- (6) Unless otherwise stated herein, this rule applies to all categories of advertising including publications, radio or television broadcasts, all electronic media including E-mail and the Internet, business stationery, business cards, business and legal forms and documents, signs and billboards.
- (7) Advertisements containing the team or group name or team or group member shall not appear in larger print or be more prominently displayed than the name of the registered brokerage. If the advertising contains a home telephone number, cell phone number, home fax number or email address of a team or group member, the same information about the brokerage must be displayed in a similar manner.
- (8) All signage, including yards and billboards, must comply with these requirements no later than 12 months following the effective date of this rule.

- (9) All print media, electronic and Internet media, business cards, social media and post cards must comply with these requirements no later than 6 months following the effective date of this rule.

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