

## Professionalism Tip: Advertising Your Business

A real estate licensee's advertising efforts are governed primarily by the Real Estate Licensing and Registration Act, referred to as RELRA. These rules are in play in large part to protect the consumer. The requirement that a licensee must include the name of the employing broker and the main phone number of the employing Broker is designed to ensure that consumers have unfettered access to the individual responsible for the office. A salesperson or Associate Broker may also include the licensee's name, personal phone numbers or contact information (email, websites etc.) but these cannot be larger than the name and number of the broker. They may be of equal size. [Click here for the specific regulation.](#)

A licensee may only advertise using the name that appears on his or her license (or registered nickname). So when two or more licensees wish to advertise as a team the team name must be the name of one of the licensees on that team. For example, John Doe and Jane Smith may advertise themselves as the "John Doe Team" or the "Jane Smith Team". They may not advertise as the Smith, Doe, Doe-Smith or Smith-Doe team or use any other fictitious name. Furthermore, a team advertisement must also include the name of the employing Broker and the main phone number of the employing Broker as described above. A team advertisement must also include the names of ALL team members. All team members must be licensed and be from the same firm. [Click here for the full team guideline.](#)

REALTORS® must use care when using the term REALTOR®. The term REALTOR® is a registered trademark of the National Association of REALTORS®. It denotes membership in the REALTOR® organization. It may be used only in conjunction with your name. (Example: REALTOR® Jane Doe or Jane Doe, REALTOR®). It may not be used in combination with descriptive words or phrases (Example: Your Buyer's REALTOR® or Main Street, USA's REALTOR® or Number one REALTOR®, etc.) [Click here for the membership marks manual from](#) NAR (user login required).

As an Association, Suburban West is committed to promoting professionalism. In that effort, it has adopted the [Ombudsman program](#). The Ombudsman program, allows members of the public and REALTORS® to voice concerns about the conduct of REALTORS® and to ask the Association to communicate the concern to the REALTOR®.

To request ombudsman action regarding improper advertising, please send a clear copy of the ad along with a message indicating what aspect of it is in violation to [Paula Tansey](#) or mail to the Association office—100 Deerfield Lane, Suite 240, Malvern PA 19355.