





[TREC Rule §535.155 Advertisements](#)

All license holders' advertisements must include the license holder's name or team name. It also must include the broker's name in at least half the size of the largest contact information for any sales agent, associated broker, or team name contained in the advertisement.

Understanding that advertisements take many different forms today, the Commission revised the exception for social media to allow more flexibility. An advertisement on social media will comply with the rule as long as the license holder has linked from the advertisement to the account profile page or a separate page, and that page contains the required information for an advertisement.

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Subsection (d) – 20 instances of advertisements that may mislead the public

This subsection lays out 20 ways a license holder may violate statutory advertisement requirements. Most of these were in the existing rule too. These examples are not the only ways a license holder's advertisement can be misleading. Here are a few set out in the subsection:

1. Using a title, such as "owner", "president", "CEO", "COO", or another similar title, email or website address that implies a sales agent is responsible for the operation of a brokerage.
2. A team name with terms that imply the team is offering brokerage services independent from its sponsoring broker, including, but not limited to, "brokerage", "company", and "associates".
3. An ad that contains the name of a sales agent whose name is, in whole or in part, used in a broker's name and that implies that the sales agent is responsible for the operation of the brokerage
4. Including the value of a property, unless it is based on an appraisal that is disclosed and readily available upon request by a party or it is given in compliance with § 535.17 (required disclaimer for estimated worth or sales price)

SPECIAL NOTE: The Commission adopted an amendment to remove the term "REALTY" from the list of terms that would imply a team is acting independently of a sponsoring broker and accept the term "REALTY" when used in a TEAM NAME. The amendment became effective September 4, 2018.