



Real Estate Council of Ontario

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Advertising Checklist



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 Real Estate Council
 of Ontario



The following checklist applies to all forms of advertising including: print, radio, television, electronic media or publications on the internet (including websites and social media sites). Please see RECO's Advertising Guidelines at www.reco.on.ca for more information.



Disclaimer: Registrant names used in these guidelines are fictitious names used for demonstrative purposes only and do not reflect current or potential registrants under REBBA 2002.

Meeting the minimum requirements

- ⦿ Is the name of the brokerage clearly and prominently identified?
- ⦿ Is the name of the brokerage the same as the one which is registered with RECO?
- ⦿ Does the designation “brokerage” or “real estate brokerage” appear with the brokerage name?
- ⦿ If a salesperson or broker is placing the advertisement, is his or her name clearly and prominently indicated?
- ⦿ If a salesperson or broker is identified, is the name used the same as the one which is registered with RECO?
- ⦿ If a salesperson or broker is identified, the applicable description must be used:
 - broker of record
 - real estate broker of record
 - broker
 - real estate broker
 - salesperson
 - real estate salesperson
 - sales representative
 - real estate sales representative
 - or the French equivalents.



Avoiding prohibited content

- ⦿ Are all statements factually correct, accurate and verifiable? **You must say what you mean, and mean what you say.**
- ⦿ Is all text clearly legible by the intended audience?
- ⦿ If a comparative claim is made, has the basis of the claim or other information been included to avoid misleading the audience?
- ⦿ If a statement regarding business volume or trading activity is made, has sufficient information been included to avoid misleading the audience or otherwise appearing to be inaccurate?
- ⦿ If a promise or offer is made, have any conditions or limitations been identified?
- ⦿ If the conditions or limitations are not spelled out, is information provided about where to obtain the complete conditions or limitations?
- ⦿ If an honour or award is mentioned, has the source, date or other information been included to avoid misleading the audience or otherwise appearing to be inaccurate? If it is a team award, is that fact and the size of the team evident?
- ⦿ Don't use words or terms to describe a brokerage, broker or salesperson that could be confused with the applicable descriptions noted within this document.
- ⦿ Don't include anything, such as images or text, that could be used to identify a specific property, unless written consent of the owner has been obtained.
- ⦿ Don't include anything that could be used to identify a party to a transaction, unless written consent from that party has been obtained.
- ⦿ Don't include anything that could be used to determine the contents of an agreement, unless written consent from all parties has been obtained.

