

Reasonable advertising

“Reasonable” in advertising as a Florida real estate broker or agent doesn’t refer to how much it’s going to cost you to advertise, but whether or not your advertising makes it clear that you are a real estate licensee. The Florida Administrative Code, at rule 61J2-10.025, details the requirements real estate agents and brokers must follow regarding **advertising**. Under the rule, all advertising must be in a manner in which reasonable persons would know they are dealing with a real estate licensee. A reasonable person could infer that the following is advertising from a real estate licensee:

John B. Smith
Real Estate Agent
1234 House Trail
Anytown, Florida

A reasonable person could not infer that the following is advertising from a real estate licensee:

Jean B. Smith
Creative Homes
5678 House Trail
Anytown, Florida

In the second example, Jean B. Smith could be an architect, interior designer or builder or even a real estate licensee, but the information provided does not make it clear what status Jean holds.

All real estate advertisements, which include business cards, must include the licensed name of the brokerage firm. No real estate advertisement placed or caused to be placed by a licensee may be fraudulent, false, deceptive or misleading.

If you’re using your personal name in your advertisement, then your last name must be used in the manner in which it is registered with the Commission.

When advertising on your web page or other Internet site, the brokerage firm name as required in the rule must be placed adjacent to or immediately above or below the point of contact information.

“Point of contact information” refers to any means by which to contact the brokerage firm or individual licensee including your mailing address, physical street address, e-mail address, telephone number or fax number.

The rules for advertising found in 61J2-10.025 apply to advertising on a site on the Internet.