



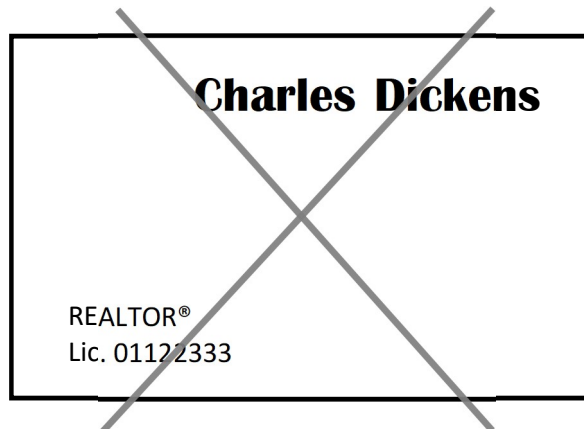
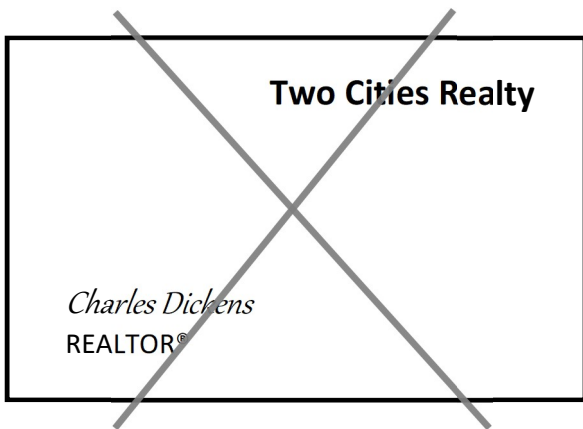
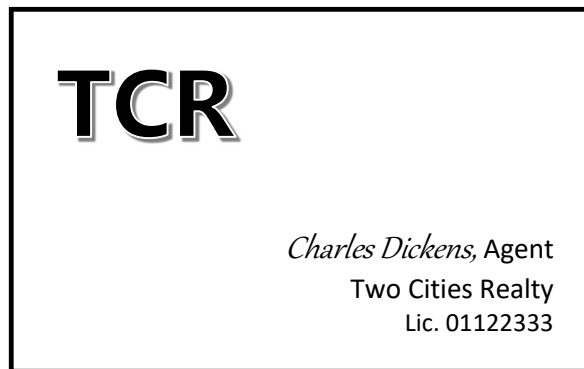
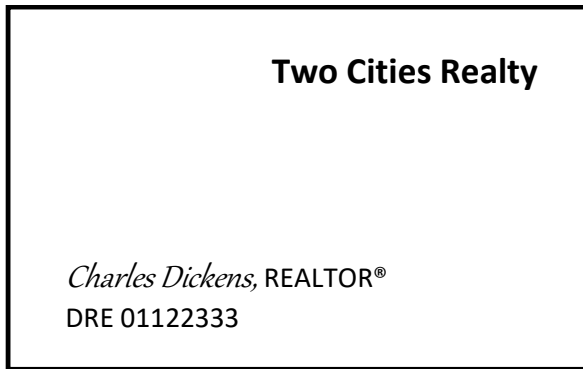
Business Cards

What information must be included on a real estate licensee’s business cards?

The rules¹ require a real estate licensee to include his or her:

- Name (e.g. "Charles Dickens")
- DRE license number (e.g. "01112223")
- Supervising brokerage’s identity (e.g. "Two Cities Realty")
- Status² (e.g. Agent, Broker-associate, Broker³, or REALTOR®)

The first two examples are acceptable, but the second two are not.



¹ Cal. Bus. And Prof. Code § 10140.6; 10 Cal. Code Regs. § 2770.1; NAR Code of Ethics Article 12

² NAR Code of Ethics Article 12 requires REALTORS® to “ensure that their status as real estate professionals is readily apparent in their advertising, marketing, and other representations, and that the recipients of all real estate communications are, or have been, notified that those communications are from a real estate professional.” A licensee may accomplish this using a designation e.g. agent, broker-associate, or REALTOR®.