

DRE LICENSE NUMBER IN ADVERTISING

On what advertising material must a real estate licensee include their DRE license number?

For an agent or broker associate, whenever their name (e.g. "Lenny Goldstein") appears on a business card or on a for sale, open house, rental, or directional sign, their DRE number must also be displayed. A brokerage firm, however, need not include its DRE number on such signs provided the signs make no mention of any individual agent or broker associate. Below are examples of signs and business cards that comply with the rules. (See also "Signs" and "Business Cards" Quick Guides.)

	SIGN	BUSINESS CARD
AGENT	<div> <i>Peerless Realty</i> FOR SALE <i>Rosa Ascuncion</i> REALTOR®, DRE 01112223 </div>	<div> <i>Peerless Realty</i> Rosa Ascuncion Agent Lic. 01112223 </div>
BROKER-ASSOCIATE	<div> West End Realty FOR SALE Darnell Jackson, REALTOR® DRE 01112223 </div>	<div> West End Realty Darnell Jackson Broker Associate, Lic. #01112223 </div>
SOLO BROKER, no dba	<div> FOR SALE <i>Grace Kim</i>, REALTOR® </div>	<div> Grace Kim Broker DRE Lic. #01112223 </div>
SOLO BROKER with dba	<div> Gold Standard Realty FOR SALE </div>	<div> Gold Standard Realty Broker DRE# 01112223 </div>
BROKERAGE	<div> Relevant Realty FOR SALE </div>	<div> Relevant Realty Broker Lic. #01112223 </div>