

SIGNS

What information must be included on signs?

A real estate licensee has two options:

I. OPTION 1: Generic information + Brokerage name

- A. **Requirements.** A licensee may use a for sale, open house, rental, or directional sign that identifies only the supervising brokerage but not the individual licensee. Such a sign must:

Exclude any mention of the individual licensee (e.g. exclude "Anne Shirley")
AND

Include the name of the brokerage (e.g. include "Green Gables Realty")
Note: Inclusion of the brokerage's DRE number is optional.

- B. **Examples.** The first two examples are acceptable, but the third example is not.



II. OPTION 2: Generic information + Brokerage name + Individual licensee's information

- A. **Requirements.** A licensee may include his or her name on a for sale, open house, rental, or directional sign that contains each of the following four elements:

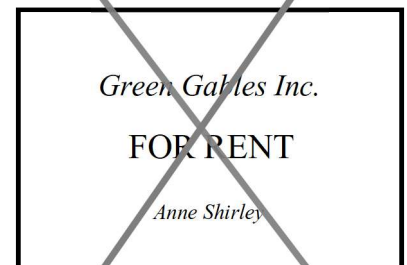
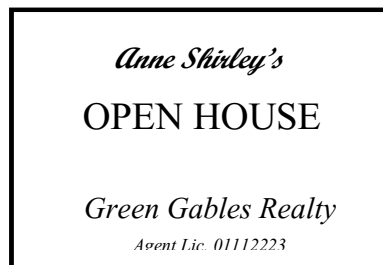
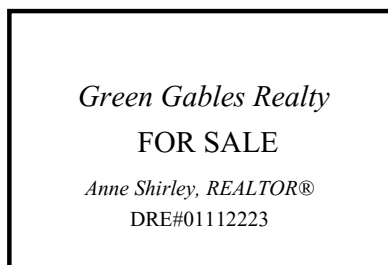
Name of supervising broker/brokerage (e.g. "Green Gables Realty")

Name of individual licensee (e.g. "Anne Shirley")

DRE license number of individual licensee (e.g. Anne's DRE number is "01112223")

Status of individual licensee¹ (e.g. agent, broker-associate, broker or REALTOR®)

- B. **Examples.** The first two examples are acceptable, but the third example is not.



¹ 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®.