

**TEAM NAMES:**

Rules and Advertising



C.A.R.  
LEGAL  
TOOLS

# Team Names: Licensing Background

**Broker license may be individual or corporate**  
Business and Professions Code Sections  
10131, 10158, 10159, 10159.2, 10211

**Salesperson license may only be in legal name of individual**  
Business and Professions Code Section 10132, Real  
Estate Regulation 2731 (b)

**Salesperson nickname may be used only in  
conjunction with individual is actual surname and  
BRE License #**  
Real Estate Regulation 2731(e)

**Fictitious Name only available to Brokers**  
Business and Professions Code Section 10159.5  
Broker may permit salesperson to use and own a FBN  
under certain conditions. Business and Professions  
Code Section 10159.5(a)(2)

**Team Name is not a Fictitious Business Name if all  
rules are followed**  
Business and Professions Code Section  
10159.7(a)(5)

# Fictitious Business Names

**Only Brokers can use a DBA, and it must be filed at county as FBN/DBA in addition to application with CalBRE**

- Commissioner may refuse if misleading (2731)
- Commissioner may refuse if includes name of salesperson (2731)



**Salesperson "Owned" Fictitious Name:**

- Broker must have contract with salesperson (C.A.R. form SOFBN)
- FBN/DBA filed at county. Salesperson can file with county on broker's behalf
- Salesperson to pay fees with county for permission and use
- Salesperson may maintain ownership rights to name after termination of relationship with broker
- Form 247 must be filed with CalBRE
- Advertising requirements same as for Team Names
- Broker name in advertising to be broker commonly used name

# Team Names Not Fictitious If ...

Team Names are not fictitious names if:

- One salesperson (broker-associate probably okay too) PLUS at least one other licensee (No one-person teams)
- One salesperson surname (last name) plus the term group, team or associates
- Name does not suggest independence from broker
- Name does not include the words real estate broker, real estate brokerage, broker or brokerage
- Name can include “Realty” ONLY IF other requirements met (CalBRE Licensee Alert, March 2017, CalBRE Frequently Asked Questions Regarding “Team Names”, May 2017)
- Advertising must have one team member name and CalBRE #
- Advertising must have broker name as conspicuous as team name

NOTE: Team names are not required to be recorded as FBN/DBA at county recorder

# Let's See Some Examples

## Criteria for examples that follow:

- Individual Broker license issued to Woody Ash (DBA Tree Real Estate)  
OR
- Corporate Broker license issued to Forest, Inc. (DBA Tree Real Estate)
- Whose designated broker officer is Woody Ash
- Salesperson 1 named Samantha Oak
- Salesperson 2 named John Pine
- Salesperson 3 named Polly Cedar



## Correct

- ✔ Team name includes surname of team member
- ✔ Team name includes term: group, team or associates
- ✔ Sign includes name of at least one team member
- ✔ Sign includes license # of named team member
- ✔ Broker name as large as team name

## Correct

- ✔ Team name includes surname of team member
- ✔ Team name includes term: group, team or associates
- ✔ Sign includes name of at least one team member
- ✔ Sign includes license # of named team member
- ✔ Broker name as large as team name



## Incorrect

- ✔ Team name includes surname of team member
- ✔ Broker name as large as team name
- ✔ Sign includes name of at least one team member
- ✔ Sign includes license # of named team member
- ✘ Team name does not includes term: group, team or associates. “Realty” might imply independence from broker

## Correct

- ✔ Team name includes surname of team member
- ✔ Team name includes term: group, team or associates
- ✔ Sign includes name of at least one team member
- ✔ Sign includes license # of named team member
- ✔ Broker name as large as team name



## Incorrect

- ✔ Team name includes term: group, team or associates
- ✔ Sign includes name of at least one team member
- ✔ Sign includes license # of named team member
- ✔ Broker name as large as team name
- ✘ Team name does not includes surname of team member

## Incorrect

- ✔ Team name includes term: group, team or associates
- ✔ Sign includes name of at least one team member
- ✔ Sign includes license # of named team member
- ✔ Broker name as large as team name
- ✘ Team name does not includes surname of team member





## Incorrect

- ✔ Team name includes surname of team member
- ✔ Team name includes term: group, team or associates
- ✔ Sign includes name of at least one team member
- ✔ Broker name as large as team name
- ✘ Sign does not include license # of named team member



## Incorrect

- ✔ Team name includes surname of team member
- ✔ Team name includes term: group, team or associates
- ✔ Sign includes name of at least one team member
- ✔ Sign includes license # of named team member
- ✘ Broker name is not the name under which broker conducts business in general



## Incorrect

- ✔ Team name includes surname of team member
- ✔ Team name includes term: group, team or associates
- ✔ Sign includes name of at least one team member
- ✔ Sign includes license # of named team member
- ✘ Broker name is smaller than team name

## Incorrect

- ✔ Team name includes surname of team member
- ✔ Team name includes term: group, team or associates
- ✔ Sign includes name of at least one team member
- ✔ Sign includes license # of named team member
- ✘ No Broker name- symbol probably too generic for public to know it is the name of the brokerage



**GO  
TEAM**

**#1**



**#1**



# ADDITIONAL RESOURCES



C.A.R.  
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TOOLS

- Legal Q&A “Team Names” - <http://www.car.org/riskmanagement/qa/broker-practice-folder/teamnames/>
- BRE FAQ on Team Names - <http://www.dre.ca.gov/files/pdf/faqs/Team%20Name%20FAQs.pdf>
- Statutes and Regulations - <http://leginfo.legislature.ca.gov/>