Advertising Guidelines

RECO from time to time puts out bulletins to help understand their guidelines. Here is a summery document of their bulletins. RECO_Advertising_Bulletins_Combined.pdf

---

Advertising includes any public promotion in any medium, including but not limited to: print, radio, television, internet, social media, business cards, signs, email signatures, and videos, intended to market a registrant, their services, or listed properties.

Brokerage Identification

- The full registered name "Century 21 Heritage Group Ltd." must appear **clearly and prominently** on all advertisements.
- The term "brokerage" or "real estate brokerage" must accompany the brokerage name.
- Team names may only be used with prior written approval from management and must not appear more prominently than the brokerage name.

Agent Identification

- Agents must use their **full legal name** as registered with RECO. Nicknames or abbreviations are not permitted.
- A permitted descriptor (e.g., Salesperson, Broker, REALTOR®) must accompany the agent's name.
- Team members must be individually identified in team advertising where appropriate.

FOR SALESPERSON (Must be registered with RECO as a salesperson)

- Salesperson
- Real estate salesperson
- Sales representative
- Real estate agent
- Real estate sales representative
- REALTOR® *(only if a CREA member in good standing)*
- REALTOR® salesperson *(only if a CREA member in good standing)*
- French equivalents of the above terms

FOR BROKERS (Must be registered with RECO as a broker, but not the broker of record)

- Broker

- Real estate agent
- Broker real estate agent
- Real estate broker
- REALTOR® *(only if a CREA member in good standing)*
- REALTOR® broker *(only if a CREA member in good standing)*
- French equivalents of the above terms

Permitted Terms

- Agents must use only permitted terms as outlined in RECO Bulletin 5.2.
- "REALTOR®" may only be used by members of the Canadian Real Estate Association (CREA).

Social Media & Online Advertising

- All digital and social media advertising must comply with the same standards as traditional media.
- The brokerage name must be clearly visible on all platforms (e.g., profiles, banners, posts).
- Any reposting or use of third-party content (e.g., MLS® listings, photos, videos) requires **written consent** and appropriate credit.
- Consent is required before tagging or featuring individuals, properties, or reviews.

Accuracy and Verifiability

- All claims (e.g., "Top Agent," "#1 Team") must be factually accurate and verifiable.
- Volume, awards, and sales performance claims must cite source, date, and measurement method.
- Comparative statements (e.g., "Best Value") must include context and substantiation.

Testimonials and Reviews

- May only be used with **written consent** from the individual.
- Must not be misleading, altered, or fabricated.
- Sourced testimonials (Google, RateMyAgent) must include full context.

Advertising Sold Properties

- Requires **written consent** from the relevant parties (seller, buyer) before referencing:
  - Property details
  - Sale price
  - Images of property
  - Parties involved in the transaction
- Consent must include effective and expiry dates.

Compliance Review

- All advertising must be pre-approved by the Broker of Record or designated manager.
- Agents may request compliance reviews before launching major campaigns.
- Ads may not imply RECO approval.

Complaint Process

- Any agent who believes a competitor's ad is non-compliant should first attempt to resolve the issue directly or through their manager.
- Complaints must be submitted by the Broker of Record or designated brokerage manager using RECO's Advertising Complaint Form.
- Please see the section of the playbook that has the procedure for receiving a complaint and filing a complaint.

Discipline for Non-Compliance: Violations of this policy may result in disciplinary action, including but not limited to: removal of advertising, internal sanctions, mandatory retraining, or escalation to RECO.

Revision #3
Created 2 June 2025 12:23:04 by Eryn Richardson
Updated 2 June 2025 15:10:02 by Eryn Richardson