

Advertising compliance review form

FOR BROKERAGE USE ONLY

Before submitting this form, please refer to Bulletin No. 5.5 to learn more about RECO's advertising compliance review process.

Step 1: Brokerage information

Broker of Record:

Brokerage manager (if applicable):

Brokerage name:

Brokerage registration number:

Advertisement medium/type:

Step 2: Identify the advertising brokerage and/or agent(s)

The checklist must be completed by the broker of record or the brokerage's manager before submitting this form to RECO.

Please assess the proposed advertisement and check the applicable boxes:

- The brokerage name is clearly and prominently identified in the advertisement.
- The brokerage name used is the same as the brokerage name registered with RECO.
- "Brokerage" or "real estate brokerage" follows the brokerage name and is clearly displayed in the advertisement.
- The real estate agent(s) name(s) used are the same name(s) registered with RECO.

The descriptor for each individual agent:

- is included
- follows the individual's name



- is one of the permitted terms
- is clearly displayed
- References, if any, to award(s)/claim(s) specify the applicable date and the basis for the statement.
- The team name, if any, does not suggest or imply that the team is a brokerage.
- Listings from other brokerages (if any) include the name of, and method of contacting, the other brokerage.
- Promise(s) or incentive(s) (if any) are clear, specifying whether they bind the brokerage or only the individual salesperson/broker.
- The limiting conditions for a promise or incentive are clear and specific.
- Written permissions for advertising the real estate identified in the advertisement are on file with the brokerage.

The advertisement is:

- legible
- clearly worded, and
- easily understood

Step 3: Brokerage concerns

Please describe the brokerage's concerns about the proposed advertisement.



Step 4: Declaration

Review the following declaration. By signing this form, you are declaring that you understand and agree with the following statement:

I declare that the information provided in this form is accurate and complete to the best of my knowledge.

I understand that this review and related comments are based on, and are limited to, the exact advertisement and related information I have provided to RECO, and comments received from RECO cannot be applied to any other advertisement or any other issue.

Signature:

Date:

Step 5: Provide a copy of the advertisement

Ensure that you submit, with this completed form, a clear copy of the proposed advertisement in its entirety for RECO's review.