Social Media and Internet Advertising Policy

RE/MAX Town Center Name or logo must be used in all online or offline ads

According to state law, an individual agent cannot advertise properties or services as a real estate licensee without the company name of their Broker included in the advertising. This applies to internet advertising as well as offline advertising. Whenever a licensed entity owns a website or controls its content, every viewable page should include full disclosure.

Required information must appear in all promotional material

As stated in RE/MAX International policy, "the following information must appear prominently on each piece of promotional material:

1) The full name of the office (RE/MAX Town Center)
2) "Each office independently owned and operated"
3) Contact information (i.e., office address)

Social Media disclosure

The name of your social media pages and online profiles should include the company name (i.e. John Smith, Broker, RE/MAX Town Center.)

Remove 'sold' listings promptly from your website

Licensees who maintain individual websites should ensure that when listings have expired, the listings are removed from Web sites in a timely manner. If you post your listings to Craigslist, you have to monitor and remove them manually.

Honest advertising – make your status as a real estate professional known

The National Association of Realtors' Code of Ethics Requires in Article 12: "REALTORS® shall be honest and truthful in their real estate communications and shall present a true picture in their advertising, marketing, and other representations. REALTORS® shall 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."

Honest representation

Do not give the impression that you are licensed, or are providing services, in jurisdictions where you are not licensed.

Conduct yourself professionally on social media

Our opinion and posts can be easily found globally and remain online almost indefinitely. Social media should not be a platform to discuss private details of client's transactions. Nor should it be a place for character assassination of a builder, closing attorney, inspector, or competing agents.

Don't advertise another agent's listings without written permission

Licensed entities should not advertise other licensed entities' listings without the written permission and if given, should not alter the online display or any informational part of the listing without written permission of the Designated Broker or listing broker.

Make sure you have permission to use images/content

Do not borrow art, photographs, or copyrighted materials. Lw does not look at this as "Borrowed"— it is theft, plagiarism, and trademark or copyright infringement. There are also severe monetary and punitive damages for the actions of the agents, and their brokers.

RE/MAX BRAND RULES:

- Always capitalize every letter in "RE/MAX"
- Never omit the slash
- Logo usage: don't distort or stretch the logo; change color, or change font