Georgia REALTORS<sup>®</sup> partners with the Local Boards and REALTOR<sup>®</sup> Firms to provide quality, affordable continuing education courses.



PARTNERS IN EDUCATION

# Revised Advertising Rules #44044

**Sponsored by:** 

Georgia Association of REALTORS<sup>®</sup>, GREC School #271 Partners in Education Program

Visit the Georgia REALTORS<sup>®</sup> website to learn about membership benefits, continuing education opportunities, networking events, and more!



(www.garealtor.com)

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# **STUDENT NOTICE**

The Georgia Association of REALTORS<sup>®</sup>, Inc. is approved by the Georgia Real Estate Commission (GREC) to offer continuing education, sales postlicense, and broker prelicense courses. The GREC school code number is 271 with a renewal date of December 31, 2019.

The Georgia Real Estate Commission has approved this course for three (3) hours of continuing education credit. GAR school policy defines an instructional hour as 50 minutes.

To receive continuing education (CE) credit for this in-classroom course, the student must:

- ✓ be on time
- $\checkmark$  sign in with the course facilitator <u>before</u> the course begins
- $\checkmark$  be present in the course during all instruction periods
- ✓ return a completed evaluation to facilitator at the end of course
- $\checkmark$  not have taken this course for continuing education credit within the past 366 days.

There is no make-up session for this course.

Cell phones and other electronic devices can be distracting. Use of communication methods such as text messaging, E-mailing, web surfing, etc. is prohibited while class is in session if it poses a distraction to other attendees and shall be grounds for dismissal. Taking pictures of PowerPoint slides requires the permission of the instructor.

Entrance qualifications and standards of completion will not be based on race, color, sex, religion, national origin, familial status, handicap, sexual orientation, or gender identity.

No recruiting for employment opportunities for any real estate brokerage firm is allowed during this course or on the premises while this course is in session. Any effort to recruit by anyone should be promptly reported to the Director of Professional Development; Georgia Association of REALTORS®; 770-451-1831; 6065 Barfield Road; Sandy Springs, GA 30328; or to the Georgia Real Estate Commission; 404-656-3916; International Tower; 229 Peachtree Street, NW; Suite 1000; Atlanta, GA 30303-1605.



Revised Advertising Rules, Handling Offers, and Other Potential Rule Violations

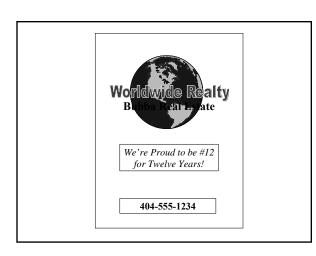


# Misleading Advertising

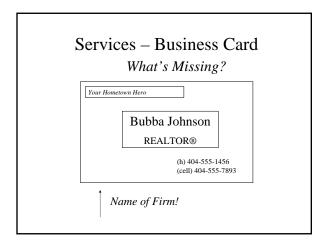
- Does the public understand what you are trying to say?
- Can you control your principal from advertising on their own?

# **GREC** Requirements

- Supervision
- Written Permission from Owner
- Discriminatory Advertising
- Internet Advertising
- Trade Names & Franchise Names

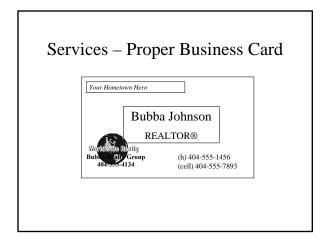


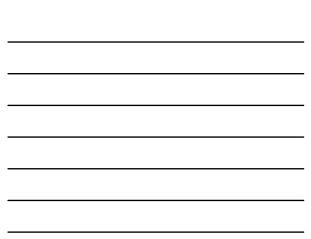
Advertising the Services of a Licensee vs. Advertising a Specific Property





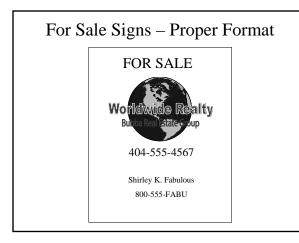








Specific Property Advertising Requirements for All Real Estate Firms

















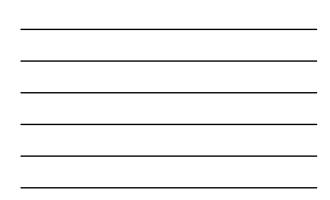






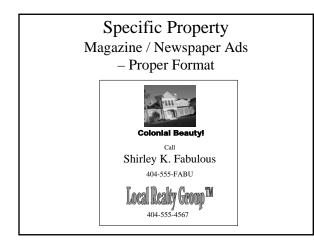


























# Licensees Advertising as Principals

- Disclosure requirements
- Notice to broker
- Brokerage engagement
- No brokerage engagement

Seller Holds a Real Estate License

OR

GA Real Estate License #12345678

Handling Real Estate Transactions

# Offers to Purchase/Sell

• GREC: A licensee shall promptly tender any signed offer to purchase, sell, lease or exchange property

### NAR Code of Ethics

• Article 1, Standard of Practice 1-6: REALTORS<sup>®</sup> shall submit offers and counter offers objectively and as quickly as possible.

### Multiple Offers to Purchase/Sell

- 1. Listing and Selling Agents' Responsibility
- 2. Selling Agent's Responsibility
- 3. Listing Agent's Responsibility

# Subsequent Offers To Purchase/Sell

- 1. Under Contract
- 2. NAR Code of Ethics, Standard of Practice 1-7

License Numbers

In Offers and Brokerage Engagements

# Responsibility

To Distribute Copies

# Retention of Copies

Of Records and Documents

# **Disclosure Requirements**

- Seller's Property Disclosure Statement (SPDS)
- "As-Is" Sales
- Square Footage/Acreage
- Hardwood Floors

	-

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Georgia Association REALTORS® - Partners in Education

Student Course / Instructor Evaluation

Course Name \_\_\_\_\_

Instructor \_\_\_\_\_

Date	
Date	

# PLEASE FILL IN THE BUBBLES COMPLETELY SO ANSWERS ARE SCANABLE.

### Please do NOT use check marks, x's or any other type of mark.

The instructor encouraged my participation through questions and answers or exercises.

⊖ Strongly Disagree

Obisagree ONeutral

OAgree

-

\_ \_

\_

\_ 

-

\_

⊖ Strongly Agree

### The instructor presented ideas clearly and made the subject matter interesting.

- ⊖ Strongly Disagree
- ODisagree
- Neutral
- Agree
- ⊖ Strongly Agree

#### The use of the outline / handouts for study and / or reference was helpful.

- Strongly Disagree
  Disagree
  Neutral
- ÕAgree
- ⊖ Strongly Agree

#### The topic is relevant / helpful to my real estate activities.

- O Strongly Disagree
- ODisagree
- ONeutral OAgree
- O Strongly Agree

#### I would want this instructor back.

- O Strongly Disagree
- Olisagree
- ONeutral
- OAgree
- O Strongly Agree

#### **Additional Comments:**