

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



PARTNERS IN EDUCATION

**Revised Advertising Rules
#44044**

Sponsored by:

**Georgia Association of REALTORS®, GREC School #271
Partners in Education Program**

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membership benefits, continuing education opportunities,
networking events, and more!**



www.garealtor.com

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STUDENT NOTICE

The Georgia Association of REALTORS[®], 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
- ✓ sign in with the course facilitator before the course begins
- ✓ be present in the course during all instruction periods
- ✓ return a completed evaluation to facilitator at the end of course
- ✓ 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***

Advertising

- What is it?
- Why Do We Do It?
- What Media?

*Newspapers Business Cards Newsletters Internet
Magazines Billboards Radio/TV Posters*

- Signs -

*Office For Sale Sold
Directional For Lease Vehicle*

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



*We're Proud to be #12
for Twelve Years!*

404-555-1234

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

Services – Business Card

What's Missing?

Your Hometown Hero

Bubba Johnson
REALTOR®

(h) 404-555-1456
(cell) 404-555-7893

↑
Name of Firm!

Services – Business Card

What's Missing?

Your Hometown Hero

Bubba Johnson
REALTOR®

Local Realty Group™
404-555-1234

(h) 404-555-1456
(cell) 404-555-7893

↑
Phone Number of Firm!

Services – Proper Business Card

Your Hometown Hero

Bubba Johnson
REALTOR®


Worldwide Realty
Bubba Johnson
404-555-4134

(h) 404-555-1456
(cell) 404-555-7893

Services –
Billboard/ Newspaper/ Magazine



Shirley K. Fabulous

800-555-FABU

Hot Shot Seller!

Local Realty Group
404-555-1234

Specific Property
Advertising Requirements
for All Real Estate Firms

For Sale Signs – Proper Format

FOR SALE



404-555-4567

Shirley K. Fabulous
800-555-FABU

For Sale Signs – Proper Format



Firm name/logo is larger than agent's name

Firm phone number is larger than agent's number

What's Wrong with This Sign?



Agent name is larger than firm name!

What's Wrong with This Sign?



Agent's phone number is larger than firm's phone number

What's Wrong With This Sign?

FOR SALE



Worldwide Realty
Bubba Real Estate Group

404-555-4567

The Fabulous Team

800-555-FABU

Shows team name rather than agent name; team name is larger than company name

What's Wrong With This Sign?

FOR SALE

Local Realty Group™

404-555-7892

shirleykfab.com

Shirley K. Fabulous

800-555-FABU

Web site name is larger than firm name

What's Wrong With This Sign?

FOR SALE

Local Realty Group™

404-555-7892

Call Shirley

800-555-FABU

First name only; name larger than firm name

Agent's name and phone number are larger than firm name and phone number

What's Wrong With This Sign?

Shirley Fabulous
404-555-FABU

FOR SALE



404-555-4567

Specific Property Directional Signs – Proper Format



Specific Property Directional Signs
What's Wrong With This Sign?



Agent name and phone number are larger than firm name and phone number

**Specific Property
Magazine / Newspaper Ads
– Proper Format**



Colonial Beauty!
Call
Shirley K. Fabulous
404-555-FABU
Local Realty Group™
404-555-4567

**Specific Property
Magazine / Newspaper Ads
*What's Wrong With This Ad?***



**Colonial
Beauty!**
Shirley's Listed
Another One!
For info, call
Shirley K. Fabulous
404-555-FABU
Local Realty Group™ 404-555-4567

← Agent name and phone number larger than company name and phone number

Vehicle Sign



Block Advertisements

		44 Offices to Serve Only YOU! 404-555-1234	
		Call Shirley	 Call Shirley
		Call Shirley	
		Call Shirley	 Call Shirley
Call Shirley K. Fabulous 404-555-FABU			

Licenses 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® 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

Georgia Association REALTORS® - Partners in Education

Student Course / Instructor Evaluation

Course Name _____

Instructor _____

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
- Disagree
- Neutral
- Agree
- Strongly Agree

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

- Strongly Disagree
- Disagree
- Neutral
- Agree
- Strongly Agree

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

- Strongly Disagree
- Disagree
- Neutral
- Agree
- Strongly Agree

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

- Strongly Disagree
- Disagree
- Neutral
- Agree
- Strongly Agree

I would want this instructor back.

- Strongly Disagree
- Disagree
- Neutral
- Agree
- Strongly Agree

Additional Comments:

Thank you for your input. (Revised 5-2017)