

# GREC Advertising Guide

## All Advertising (Including Specific Property)

- Is Not Misleading
- Does Not Discriminate
- In the Name of the Broker
- Reviewed & Approved by the Broker

## Advertising Specific Property

(House, Apartment,  
Subdivision,  
Commercial, Land,  
etc...)

### REQUIRED

- Broker's Name equal or greater size, frequency or prominence than agent(s).
- Broker's telephone number is equal or greater size, frequency or prominence than telephone number of agent(s).

### OPTIONAL

- Affiliate Licensee(s) or Team Name
- Telephone number other than broker
- E-mail/Web address

## Advertising Licensee Owned Property

- Written notification to Broker
- Broker's written consent & approval
- Includes appropriate licensee disclosure
- Complies with Rules on advertising specific property

Complete rules on advertising can be found in Rule 520-1-.09  
[www.grec.state.ga.us](http://www.grec.state.ga.us)