

Advertising & Social Media

3.0 Hrs. C S

Objective: The licensee will be able to locate and access regulations regarding real estate advertising; apply those regulations to their operational policies to ensure compliance and professional conduct.

your guide to . . .

Advertising regulations, common violations and red flags; agent liability and managing your risk . . .

I. ADRE Update and Market Statistics

- A. Issues & Complaints
- B. Licensing Statistics
- C. What's impacting the industry the most

II. Advertising

- A. ADRE Definition
- B. Duties to Clients
- C. Broker Supervision & Control
- D. NAR – Code of Ethics
- E. Arizona Regional Multiple Listing System
- F. Social Media
- G. Websites

III. Types of Violations

- A. Photo Shopping
- B. Teams and Groups
- C. Signage
- D. Craig's List
- E. Facebook
- F. NAR Clear Cooperation Policy
- G. Trademark infringement

IV. Case Studies – Work Groups

- A. Photoshopping electrical lines, etc out of photos
- B. Coming Soon “Exclusive” sign/ad
- C. Website – Broker Clear and Prominent
- D. Signs – Broker Clear and Prominent
- E. Trade Name or Franchise
- F. Accurate claims, Material Facts
- G. Broker Responsibility

V. Review of Case Outcomes

VI. Q & A

ADRE LAW BOOK DEFINITION

32-2101. Definitions 2. "Advertising" means the attempt by publication, dissemination, exhibition, solicitation or circulation, oral or written, or for broadcast on radio or television to induce directly or indirectly any person to enter into any obligation or acquire any title or interest in lands subject to this chapter including the land sales contract to be used and any photographs, drawings or artist's presentations of physical conditions or facilities existing or to exist on the property.