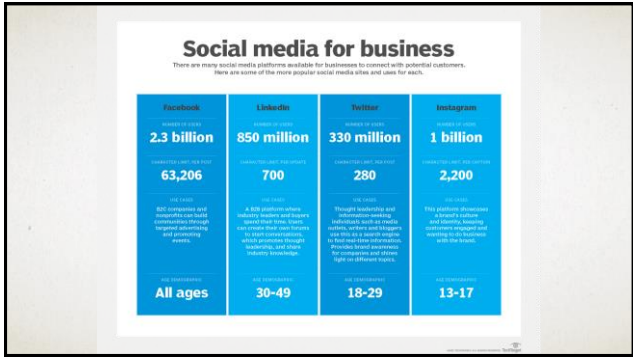




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3

1260-2-.12 (1)

Everything

- (1) All advertising, regardless of its nature and the medium in which it appears, which promotes either a licensee or the sale or lease of real property, shall conform to the requirements of this rule.
- The term "advertising" for purposes of this rule, in addition to traditional print, radio, and television advertising, also includes, but is not limited to, sources of communication available to the public such as signs, flyers, letterheads, e-mail signatures, websites, social media communications, and video or audio recordings transmitted through internet or broadcast streaming.

4

1260-02-.12 (2)

- (2) For purposes of this rule, the term "firm name" shall mean either of the following:
 - (a) The entire name of the real estate firm as licensed with the Commission; or
 - (b) The d/b/a name, if applicable, of the real estate firm as licensed with the Commission.

5

1250-02-.12 (3)(a-e)

- (3)(a) No licensee shall advertise to sell, purchase, exchange, rent, or lease property in a manner indicating that the licensee is not engaged in the real estate business.
 - (b) All advertising shall be under the direct supervision of the principal broker and shall list the firm name and the firm telephone number as listed on file with the Commission. The firm name must appear in letters the same size or larger than those spelling out the name of a licensee or the name of any team, group or similar entity:
 - (c) Any advertising which refers to an individual licensee must list that individual licensee's name as licensed with the Commission.
- **CHANGE in 2021: e) No licensee shall advertise property listed by another licensee without written authorization from the listing agent or listing broker.**

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7

1260-02-.12 (f)

- (f) No licensee shall advertise in a false, misleading, or deceptive manner. False, misleading, and/or deceptive advertising includes, but is not limited to, the following:
 1. Any licensee advertising that includes only the franchise name without including the firm name;
 2. Licensees who hold themselves out as a team, group, or similar entity within a firm who advertise themselves utilizing terms such as "Real Estate," "Real Estate Brokerage," "Realty," "Company," "Corporation," "LLC," "Corp.," "Inc.," "Associates," or other similar terms that would lead the public to believe that those licensees are offering real estate brokerage services independent of the firm and principal broker; or

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1260-02-.12 (4)

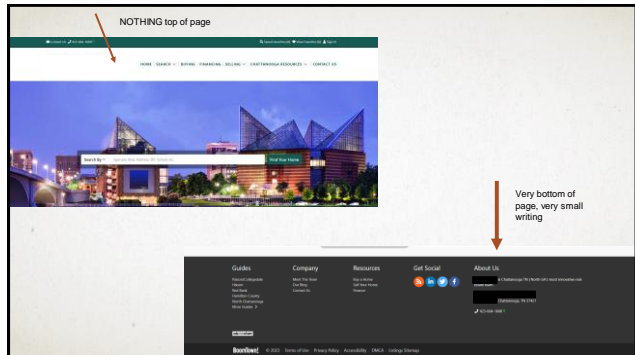
- (4) Advertising for Franchise or Cooperative Advertising Groups
 - (a) Any licensee using a franchise trade name or advertising as a member of a cooperative group shall clearly and unmistakably indicate in the advertisement his name, firm name and firm telephone number (all as registered with the Tennessee Real Estate Commission) adjacent to any specific properties advertised for sale or lease in any media.
 - (b) Any licensee using a franchise trade name on business cards, contracts, or other documents relating to real estate transactions shall clearly and unmistakably indicate his name, firm name, and firm telephone number (all as registered with the Commission).

10

1260-02-.12 (5)

- (5) Internet Advertising: in addition to all other advertising guidelines within this rule, the following requirements shall also apply with respect to internet advertising by licensees,
 - (a) The firm name and the firm telephone number listed on file with the Commission must conspicuously appear on each page of the website.
 - (b) Each page of a website which displays listings from an outside database of available properties must include a statement that some or all of the listings may not belong to the firm whose website is being visited.
 - (c) Listing information must be kept current and accurate. This requirement shall apply to "First Generation" advertising as it is placed by the licensee and does not refer to such advertising that may be syndicated or aggregated advertising of the original by third parties outside of the licensee's control and ability to monitor.

11



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1260-02-.12 (6)

- (6) Social Media Advertising
 - (a) For the purpose of this rule, "social media" means internet-based applications or platforms that allow the public to create and share content and information. Examples include, but are not limited to: Facebook, Twitter, Instagram and LinkedIn.
 - (b) With regards to social media advertising by licensees, the firm name and firm telephone number listed on file with the Commission must be no more than one click away from the viewable page.
 - (c) Listing information must be kept current and accurate. This requirement shall apply to "First Generation" advertising as it is placed by the licensee and does not refer to such advertising that may be syndicated or aggregated advertising of the original by third parties outside of the licensee's control and ability to monitor.

13

1260-02-.12 (7)

- (7) Guarantees, Claims and Offers
 - (a) Unsubstantiated selling claims and misleading statements or inferences are strictly prohibited.
 - (b) Any offer, guaranty, warranty or the like, made to induce an individual to enter into an agency relationship or contract, must be made in writing and must disclose all pertinent details on the face of such offer or advertisement.

14

Done Right!

Get a guaranteed cash offer from LOCAL Mark today!

Who is best for this program?
This is an offer who is interested in selling your home without listing or you can visit the original listing page: [www.localmark.com](#)

What is the catch?
In exchange for your cash to make the homebuyer already know offer us, we will not make any listing on your home. The local mark home sale as you are offering on website you need to bring a bank check and not cash for the offer or your home.

Who is best for this program?
This is an offer who is interested in selling your home without listing or you can visit the original listing page: [www.localmark.com](#)

What is the catch?
In exchange for your cash to make the homebuyer already know offer us, we will not make any listing on your home. The local mark home sale as you are offering on website you need to bring a bank check and not cash for the offer or your home.

15

NAR "LAW"



Article 12

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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. (Amended 1/08)

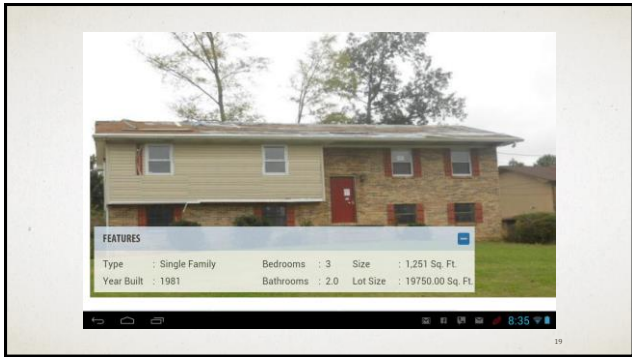
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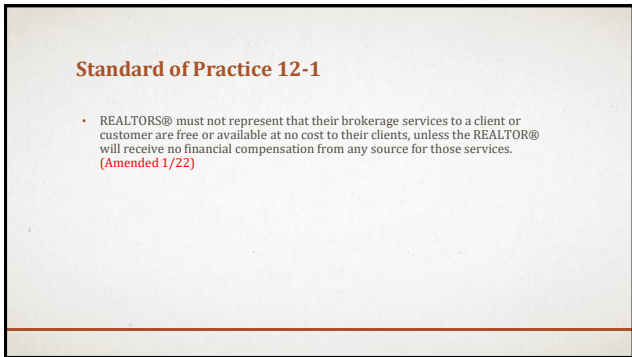


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Standard of Practice 12-5

- REALTORS® shall not advertise nor permit any person employed by or affiliated with them to advertise real estate services or listed property in any medium (e.g., electronically, print, radio, television, etc.) without disclosing the name of that REALTOR®'s firm in a reasonable and readily apparent manner either in the advertisement or in electronic advertising via a link to a display with all required disclosures. (Adopted 11/86, Amended 1/16)

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Standard of Practice 12-8

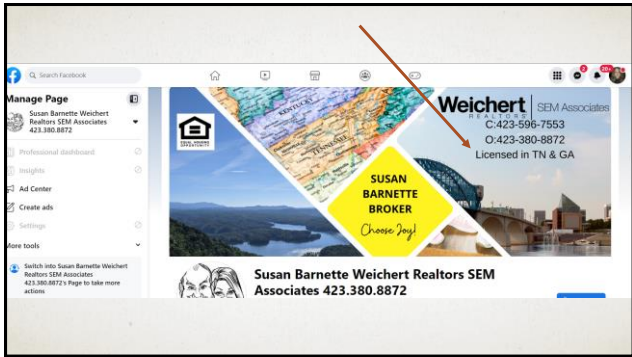
- The obligation to present a true picture in representations to the public includes information presented, provided, or displayed on REALTORS® websites. REALTORS® shall use reasonable efforts to ensure that information on their websites is current. When it becomes apparent that information on a REALTOR®'s website is no longer current or accurate, REALTORS® shall promptly take corrective action. (Adopted 1/07)

23

Standard of Practice 12-9

- REALTOR® firm websites shall disclose the firm's name and state(s) of licensure in a reasonable and readily apparent manner. Websites of REALTORS® and non-member licensees affiliated with a REALTOR® firm shall disclose the firm's name and that REALTOR®'s or non-member licensee's state(s) of licensure in a reasonable and readily apparent manner. (Adopted 1/07)

24



25

FAIR HOUSING

- Advertising cannot discriminate...
 - Race
 - Color
 - National Origin
 - Religion
 - Sex
 - Handicap
 - Familial Status
 - Creed - Tennessee
 - Sexual Orientation - COE
 - Gender Identity - COE



26


FOR RENT

HUD offers some examples of intentionally discriminatory conduct one might experience from a landlord:

- "There's a lot of traffic. It isn't safe for kids."
- "The apartment I told you about on the phone has already been rented."
- "My insurance won't cover a ramp if you get hurt."
- "We only take English-speaking people."
- "The ad is wrong. The rent is really \$75 higher per month."
- "Steps are what we have. We can't accommodate a walker."

27

- 2BR: "Mature couple or single with no children" Brooklyn, NY
- 3BR: Duplex: "Christian atmosphere" Evansville, IN
- 2BR: "PERFECT FOR 2 ADULTS....seeking a maximum of 2 tenants" New Haven, CT
- 2BR: "Couples preferred" Chicago, IL
- 4BR: "Looking for responsible adults to enjoy home" Newport, VT

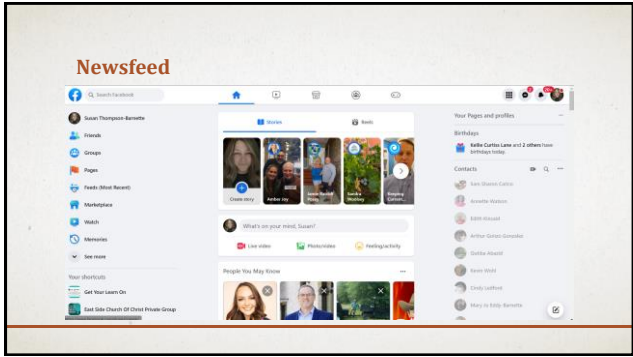


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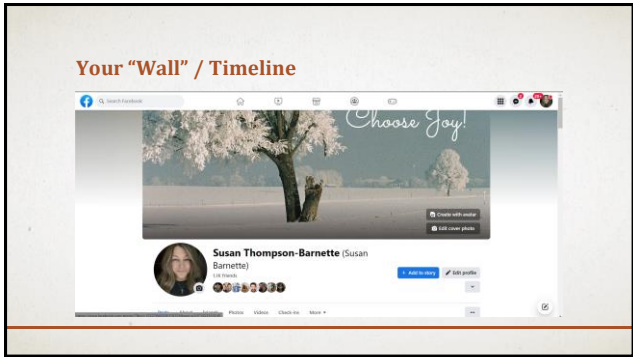


ACCORDING TO FACEBOOK'S TERMS OF USE IN SECTION 4, #4: "YOU WILL NOT USE YOUR PERSONAL PROFILE FOR YOUR OWN COMMERCIAL GAIN."

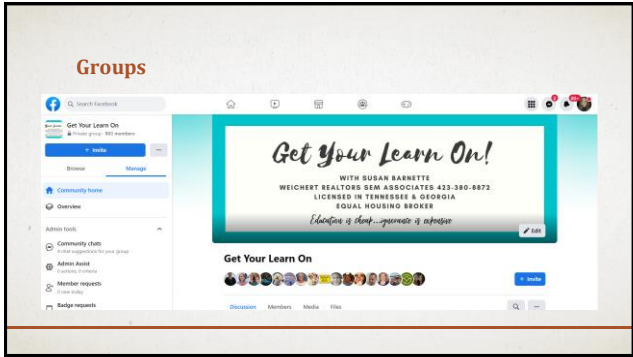
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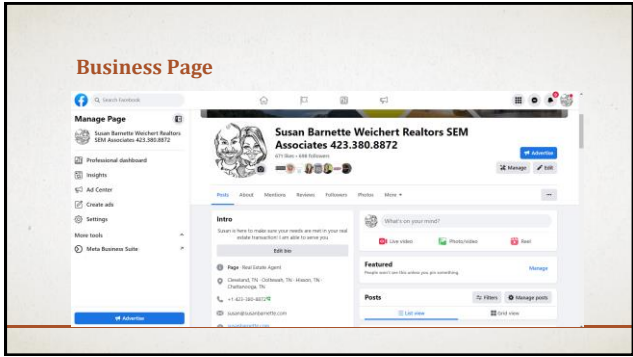
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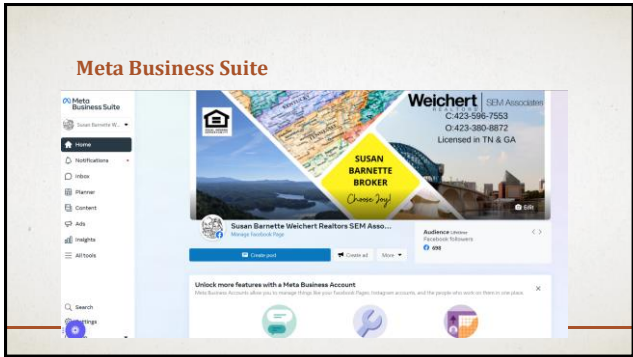
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FACEBOOK CONTENT

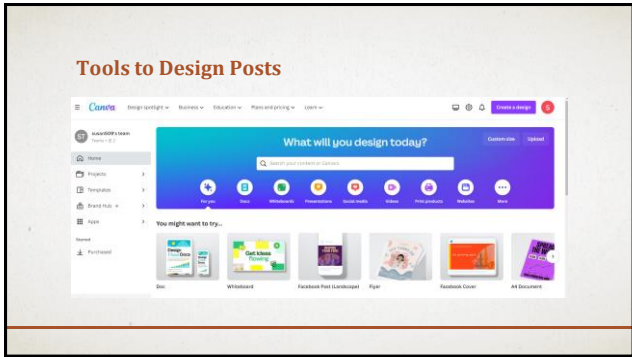
- members.houselogic.com
- rismedia.com
- housingwire.com
- realtor.com
- inman.com
- realtormagazine.com
- nar.realtor
- Magazines of your choice

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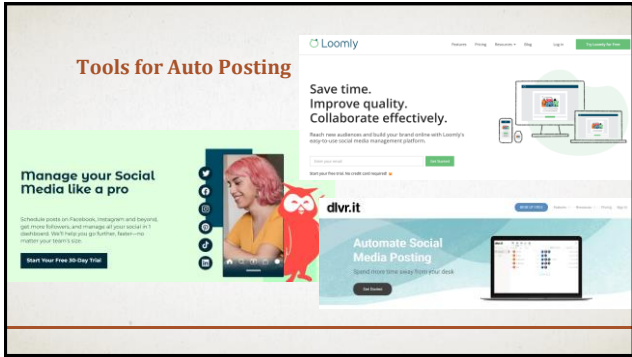
What to Post on Facebook

- Create a contest
- Share a video
- Post a weekly series
- Create a FB group
- Create a saved group
- Unleash "Pixel"

36



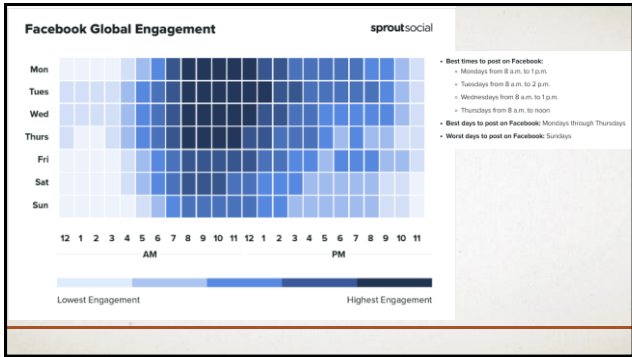
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