

Advertising, marketing and promotional material

Address of property for sale: _____

Name of listing agent: _____

Signature: _____ Date: _____

Advertising material must contain:

- Licensee's name if carrying on business in own name.
- Licensee's name (if individual) or registered business name.
- Partnership – either licensee's name or name of partnership or registered business name.
- Corporation – licensee's corporation name or corporation's business name.
- If licensee has an interest in real or personal property as a principal, disclose that interest in newspaper or other material.

General

- All advertising and marketing material checked against known facts, e.g. property appraisal.
- All advertising and marketing material checked against vendor's instructions and marketing schedule.
- Photographic representations are true and correct.
- Description of property is true and correct.
- Disclaimer included in marketing material where required.
- Rebates, discounts or commissions (on advertising or marketing material) have been disclosed to vendor.
- Prices stated in advertising marketing material comply with Estimated Selling Price Guidelines (see Supervision Guideline 3).
- Prices stated in advertising and marketing material checked against approved price range (see Supervision Guideline 3).
- Marketing material does not contain "bait advertising".
- Final proofs/drafts of advertisements etc have been checked.
- Approval of marketing material given by vendor (preferably in writing or sign off).
- Review, reappraise and adjust as appropriate.