



ROBERT D. KENNEN
CHAIRMAN

JAMES S. WALKER
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JOSEPH T. BEVIL
COMMISSIONER

**STATE OF WEST VIRGINIA
REAL ESTATE COMMISSION**

300 CAPITOL STREET, SUITE 400
CHARLESTON, WV 25301
(304) 558-3555
FAX (304) 558-6442
<rec.wv.gov>

ROBERT L. WRIGHT II
SECRETARY

MARGARET BARTLES
COMMISSIONER

KERI L. FERRO, Ed.D.
EXECUTIVE DIRECTOR

TO: ALL REAL ESTATE LICENSEES

**FROM: KERI L. FERRO, Ed.D.
EXECUTIVE DIRECTOR**

DATE: JULY 2023

RE: Team Names

A recurring issue has come to the Commission's attention that warrants the issuance of this Memorandum. In §174-1-2.10 a team is defined: "any group of two or more associate brokers and/or salespersons, and other non-licensed professionals, affiliated with the same responsible broker or company." Several complaints have been filed against teams using terms that are typically associated with a brokerage.

Any licensee that advertises as being part of a team must:

- include in the advertisement the name of at least one of the licensees. (The licensee is not required to include in the advertisement the names of every member of the team.)
- include in the advertisement the name of the brokerage under which the licensees are licensed and ensure it is displayed in equal prominence with the team name and with the name of the salesperson in the advertisement.
- identify as unlicensed any unlicensed team member whose name is included
- include the term "group," "team," or a comparable term in the team name
- **not** use the terms "realty," "associates," "company," or any language that may imply that the team is a brokerage as it might be misleading to the public.

If these requirements are met, photographs of members may be included in the advertisement without disclosing the names of all the members in the photograph.

As always, the Commission staff and I are happy to assist you should you have any questions. Feel free to contact us at 304.558.3555.