

Advertising Requirements

Advertising Requirements all Licensees Must Follow

June 2026



West Virginia
Real Estate Commission

PURPOSE

- Increased amount of reports of Licensee's advertisements that are not compliant with the advertising rules.
- This presentation does not contain any new information.

This is a reminder to follow the requirements.

Where to Find The Requirements



<http://rec.wv.gov>



Always use the WVREC website to obtain the latest version of the Licensing Act and Legislative Rules - These can change every year!

Advertisement Rule



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Real Estate Commission

174-1-17

Law Book - Page# 58

Let's start here..

17.1. Advertising of property or specific services. -- Each advertisement shall include the following information: the company name, the name of the responsible broker and the term "Broker," the physical address of a licensed office location, and a phone number. The company

- Advertising a property means the home you are trying to sell/lease.
- Examples of specific services are:
 - "List with me"
 - "I will find your dream home"
 - "I want to be your agent"

Broker Name in All Ads

the name of the responsible broker and the term "Broker", the physical address of a licensed office location, and a phone number. The company name, the name of the responsible broker, and the term "Broker" shall be displayed no less than half the size of the names of the associate broker(s), salesperson(s), or team name in the advertisement. For sale, rent, or lease

Mandatory Presence

The Broker's name **MUST** be clearly visible on every advertisement.

Size Requirements

Cannot be less than **half the size** of other licensee names. No "hiding" info!

Advertisements Include:

- Postcards
- Property Flyers
- Print Advertisements
- Individual websites for licensees
- Social Media Posts*

**Detailed social media requirements will be covered shortly*

Yard Signs - For Sale/Lease

displayed no less than half the size of the names of the associate broker(s), salesperson(s), or team name in the advertisement. For sale, rent, or lease signs placed in a yard are not required to display the physical address of a licensed office. The names of associate brokers and salespersons shall not

Key Advertising Requirements:

- **Company Address:** Not required for yard signs only.
- **Broker Info:** Broker name and phone number are MANDATORY.
- **Riders:** Acceptable to hang required info directly on or below the main sign.

Licensee Name in Ad

signs placed in a yard or on a building may not be placed on a
licensed office. The names of associate brokers and salespersons shall not
be included in the advertising unless the associate brokers and
salespersons are clearly identified as such. An advertisement for specific

You do not need to place your name in the advertisement.

But remember: The Broker's name (with the term "Broker") MUST be in all advertisements.

Identification Rule

Salespersons and Associate Brokers must have their title **immediately** following their name:

- John Smith, Salesperson
- John Smith, Associate Broker

Incorrect Titles (Prohibited)

- Sales Person (must be one word)
- REALTOR (unless licensed title)
- AB or SP (no abbreviations)
- Agent

Additional Designations

You may add whatever title you would like AFTER the licensed title.

Example: John Smith, Salesperson/REALTOR ABR GRI

Team Advertising

There are specific requirements if you are a team leader or a member of a real estate team:

salespersons are clearly identified as such. An advertisement for specific property or service by a team is not required to include the name of each team member, or the name of each team member whose photograph may be included in the advertisement, but shall include all the following information:

17.1.a. The name of at least one associate broker or salesperson who is a team member, and the term "Associate Broker" or "Salesperson" to identify each associate broker or salesperson whose name is included in the advertisement, as such information appears on his or her license and;

- ❑ The Broker's name and term "Broker" MUST be in the advertisement
- ❑ And, at least ONE team member must be listed in the advertisement and conform to the naming requirements on the previous slide

Team Advertising (continued)



There are specific requirements if you are a team leader or a member of a real estate team:

17.1.b. The term “Non-Licensed” to identify each team member who does not hold a current valid license and whose name is included in the advertisement.

- ☐ If you place your transaction coordinator’s name in the advertisement
- ☐ It is assumed that the non-licensed person does not perform any duties that would require a license!

Broker Supervision

17.2. Broker supervision. – No salesperson, associate broker, or team shall advertise any property under his, her, or their own name without the name of the responsible broker. All advertising by an associate broker, salesperson, or team must be under the direct supervision of and in the name of the responsible broker.

- ❑ Restates the requirement that the Broker's name & term "Broker" (no less than half the size of any licensee name) MUST be in the advertisement
- ❑ A Broker is responsible for ensuring that all advertisements are in compliance
- ❑ Salespersons & Associate Broker should not place advertisements without reviewing the advertisement with their Broker first

Promotional Items



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17.3. Business cards and other promotional items. – Advertising which is not for a specific property or service must include the licensee name, company name, and contact information.

- ☐ Basically, anything form of advertising that is not for a specific property or service
- ☐ Promotional items include, but are not limited to:
 - ☐ Pens
 - ☐ Hats
 - ☐ Notepads
 - ☐ Calendars
- ☐ BUT YOU MUST CHECK WITH YOUR BROKER BEFORE ORDERING THESE ITEMS
 - ☐ Some brokers have additional requirements - Always follow your Broker's policy!



17.4. Internet advertising. -- The information required in section 17.1 and 17.2 of this rule must appear on the home page or the screen that is first seen by the viewer. This information must be accessible with no more than two mouse clicks when advertising on social media.

Refer back to 17.1 & 17.2. As a refresher - These are required in every advertisement:

- ☐ Company Name
- ☐ Broker Name & term “Broker”
- ☐ Licensed office address
- ☐ Phone number
- ☐ If the Salesperson’s name is in the advertisement, it must be immediately followed by the Salesperson title.
- ☐ If the Associate Broker’s name is in the advertisement, it must be immediately followed by the Associate Broker title.

This section is specifically referring to licensee websites. The requirements listed above **MUST** be on the very first page (“home page”) for that website. This includes individual agent pages on a company website.

Internet / Social Media



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17.4. Internet advertising. -- The information required in section 17.1 and 17.2 of this rule must appear on the home page or the screen that is first seen by the viewer. This information must be accessible with no more than two mouse clicks when advertising on social media.

The majority of recently reported issues are from social media posts placed by a licensee.

ON SOCIAL MEDIA ONLY, this information must be found within TWO mouse clicks of the post:

- ☐ Company Name
- ☐ Broker Name & term “Broker”
- ☐ Licensed office address
- ☐ Phone number
- ☐ If the Salesperson’s name is in the advertisement, it must be immediately followed by the Salesperson title.
- ☐ If the Associate Broker’s name is in the advertisement, it must be immediately followed by the Associate Broker title.

TIP: To ensure compliance with advertising requirements, we recommend that you include all of this information in the original post. Why make a prospective client search for your name and contact information?