

1301:5-1-21

Team advertising.(A) For purposes of this rule:

(1) “team” includes any group of two or more associated real estate licensees affiliated with the same broker or brokerage and/or other non-licensed professionals, such as administrative assistants and other professionals specializing in real estate related fields that advertise together and that group is not licensed pursuant to Chapter 4735. of the Revised Code.

~~(A)~~(B) Any licensee that advertises as being part of a team, ~~group or association~~ when such team, ~~group or association~~ itself is not licensed pursuant to Chapter 4735. of the Revised Code shall:

(1) Include in the advertisement the name of at least one of the licensees, as it appears on the license, ~~that is a member of such team, group or association.~~ The licensee is not required to include in the advertisement the names of every member of the team, ~~group or association;~~

(2) Include in the advertisement the name of the broker or brokerage under whom the licensee is licensed and displayed in equal prominence with the team name and with the name of the salesperson in the advertisement;

(3) Identify as non-licensed any unlicensed team, ~~group or association~~ member whose name is included in such advertising;

~~(4) Display the name of the broker or brokerage in equal prominence with the team, group or association name;~~

~~(5) Display the name of the broker in equal prominence with the name of the salesperson in the advertisement.~~

~~(B)~~(C) Provided the requirements of paragraph (A) of this rule are met, photographs of team, ~~group or association~~ members may be included in the advertisement without disclosure of the names of all of the members in the photograph;

~~(C)~~(D) Failure to advertise as provided herein shall be prima facie evidence of a violation of division (A)(21) of section 4735.18 of the Revised Code.

Effective:

R.C. 119.032 review dates: 06/25/2012

Certification

Date

Promulgated Under: 119.03
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