

ARIZONA REALTORS® ADVERTISING CHECKLIST

When advertising, can you answer “yes” to ALL of the following questions to ensure compliance with Arizona rules and statutes?



Broker Approval

Has the advertisement been submitted to the Designated Broker for compliance review prior to release?

YES
NO

Name of Licensee

Does the advertisement use the licensee’s name exactly as it appears on their real estate license?

YES
NO

Brokerage Name

Does the advertisement identify in a clear and prominent manner the employing broker’s legal name or the DBA name contained on the employing broker’s license certificate?

YES
NO

Franchise

If the brokerage is an office of a franchise, does the advertisement identify the specific office in addition to displaying the franchise name?

YES
NO

Another’s Listing

If advertising property that is the subject of another person’s real estate employment agreement, does the advertisement display the name of the listing broker in a clear and prominent manner?

YES
NO

True & Accurate Picture

Does the advertisement contain accurate claims and representations and fully state factual material? Does the advertisement avoid misrepresenting the facts or creating a misleading impression?

YES
NO

Team Advertising

If published by a real estate team, does the advertisement make it clear that the team is part of an employing brokerage and does it identify the employing broker in a clear and prominent manner?

YES
NO

Games of Chance

Does the advertisement avoid soliciting prospects for the sale, lease or use of real property through a promotion of a speculative nature involving a game of chance or risk, or through conducting lotteries?

YES
NO

Payment of Compensation for Referral Fees

Does the advertisement avoid offering compensation or anything of value to an unlicensed person in exchange for the referral of a prospective client or customer?

YES
NO

Property Owned by Licensees

If the licensee is advertising their own property for sale, lease or exchange, does the advertisement contain the words “owner/agent”?

YES
NO

Unlicensed Assistants

If the advertisement includes an unlicensed assistant, is the individual identified as being “unlicensed”?

YES
NO

255 E. Osborn Rd., Suite 200 • Phoenix, AZ 85012
Phone: 602.248.7787 • Toll-free in AZ: 800.426.7274 • Fax: 602.351.2474
www.aaronline.com