



Advertising Complaint Form

FOR BROKERAGE USE ONLY

Before submitting this form, please refer to Bulletin No. 5.6 to learn more about RECO's advertising complaint process for brokerages.

Step 1: Identify the brokerage submitting the complaint

Broker of Record:

Brokerage Manager (if applicable):

Brokerage Name:

Step 2: Identify the advertising brokerage and/or agent(s)

Name of advertising brokerage, if known:

Name(s) of agent(s) identified in the advertisement, if applicable:

Step 3: Identify the information provided with the complaint

The following items are being submitted with this brokerage advertising complaint form:

A copy or photograph of the alleged non-compliant advertisement in its entirety.

An explanation of the efforts made to resolve the matter with the broker of record or the brokerage manager where the advertisement originated.

Copies of written communication between the brokerage submitting the complaint and the brokerage that is the subject of the complaint.

Documents, information, or other items that support the advertising concerns identified in this complaint.

Step 4: Identify the advertising concerns

Please check all that apply. In Step 5, you will be asked to include a description of the advertising concerns.



Identification of brokerage

The brokerage is not clearly and prominently identified in the advertisement.

The brokerage's name used in the advertisement is not the same name registered with RECO.

The term "brokerage" or "real estate brokerage" is not included in the advertisement or does not appear following the brokerage name.

Identification of real estate agent

The name of the agent in the advertisement is not the same name registered with RECO.

The descriptor of the named person (example: salesperson, broker, etc.):

is not included

does not appear following the individual's name

is not one of the permitted terms

is not clearly displayed

Team advertising

The team name suggests that the team is a brokerage.

The team advertisement suggests that the team is a brokerage.

The team advertisement does not clearly and prominently identify the employing brokerage.

PREC advertising

The personal real estate corporation is identified, suggesting that the PREC is a brokerage.

Awards or honours are included without:

The date of the award or honour or the timeframe it applied to;

The basis for the award or honour; or,

The source of the award or honour.



Statements re: business volume/trading activity are included without:

- The timeframe the statement applies to;
- The basis for the statement; or,
- The source of the relevant data or supporting evidence of the statement.

Statements re: commission savings are included without:

- The timeframe the statement applies to;
- The basis for the statement; or,
- The source of the relevant data or supporting evidence of the statement.

Promises or incentives are included without:

- Clearly explaining the terms and conditions.
- Disclosing any limitations or restrictions.
- Identifying who is offering the promise or incentive (agent or brokerage).
- Indicating when and how the promises or incentives will be delivered.
- Stating how a consumer can obtain information about any of the above.
- Information about the promise or incentive cannot be obtained:
 - from an open source;
 - without contacting the advertiser;
 - without entering into an agreement; or,
 - without providing personal information.

Inaccurate Information

Inaccurate information is included:

- about a specific property;
- about a specific transaction; or,
- about trading in real estate.



Discrimination

The advertisement contains information and/or visual media that may contravene the Human Rights Code.

Consent

The advertiser does not have written consent to:

- identify a property offered for sale;
- identify a sold property;
- identify terms in an agreement;
- disclose confidential information; or,
- use photographs and/or visual media.

Written consent to advertise has expired and/or is no longer applicable.

Step 5: Provide a description of the advertising concern(s)



Step 6: Declaration

By signing this form, I am declaring that I am the broker of record or brokerage manager and I am authorized to submit this complaint on behalf of the brokerage identified in Step 1.

Signature:

Date: