

Advertising compliance review

This bulletin explains RECO's process when a brokerage requests an advertising compliance review before the advertisement is made public.

Summary

A request for an advertising compliance review may be submitted to RECO by a brokerage's broker or record or by a brokerage manager. Advertising compliance reviews are offered as a courtesy only and are provided, on request, to support compliance.

How to submit an advertisement for review

A request for an advertising compliance review must be submitted by the broker of record or brokerage manager to which the advertisement relates, or that employs the real estate agent who wants to place the advertisement.

An individual agent or broker who makes such a request directly will be referred to their broker of record. The advertisement must be reviewed by the broker of record or brokerage manager before its submission to RECO.

To submit an advertisement for review, a broker of record or brokerage manager must complete the Advertising Compliance Review Form along with the advertisement to be reviewed. If the submitted form is incomplete or lacks clear and express authorization from the broker of record or brokerage manager, it will not be reviewed.

Upon receipt of the properly completed form, signed by the broker of record or the brokerage manager, and the advertisement to be reviewed, RECO will conduct its compliance review.

RECO will notify the broker of record or brokerage manager of the results of RECO's review by email. An advertisement must not state, suggest, or imply that it has been authorized or approved by RECO.

Please note that RECO does not perform comprehensive compliance reviews of websites or social media platforms but might provide general guidance or review specific content if requested.

Hard copy materials submitted to RECO will not be returned.

RECO Bulletins are a series of publications developed to provide helpful information to brokerages and real estate agents about their duties and obligations under the *Trust in Real Estate Services Act, 2002* (TRESA) and its regulations. Bulletins may be updated as required. Please check the RECO website to ensure you are referencing the most current version.

RECO Bulletins are for convenience only, they do not constitute legal advice. For complete details consult the [legislation](#).

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Related information

Form 5.5.1 Advertising compliance review form

Bulletin No. 5.1 Advertising requirements

Bulletin No. 5.2 Permitted terms

Bulletin No. 5.3 Advertising online

Bulletin No. 5.4 Advertising sold properties

Bulletin No. 5.6 Advertising complaints from brokerages