

# Advertising complaints from brokerages

**This bulletin explains RECO's process for receiving and addressing brokerage complaints about another brokerage's advertising or advertising by a real estate agent employed by another brokerage.**

## Summary

To maintain professional standards in Ontario's real estate sector, RECO encourages brokers of record and brokerage managers to attempt to resolve issues related to advertising non-compliance with their counterpart from the other brokerage before referring any matters to RECO for consideration.

Brokers of record and brokerage managers may submit an advertising complaint to RECO about the advertising done by another brokerage **after** an attempt has been made to resolve the advertising concerns.

Advertising complaints must be submitted by the broker of record or brokerage manager. RECO does not accept advertising complaints directly from real estate agents.

## How to submit a complaint about advertising

The complaint must be submitted using the Advertising Complaint Form.

The complaining broker of record or brokerage manager must identify themselves. Advertising complaints submitted to RECO anonymously will not be processed.

An explanation of the efforts made to resolve the matter and copies of any correspondence (if available) with the broker of record or the brokerage manager where the advertisement originated should be included with the complaint form.

The advertisement in question and any other evidence of the alleged non-compliance must be provided with the complaint form.

Upon receipt of the properly completed complaint form and any related information, RECO will process the complaint, and provide the respondent with an opportunity to submit a written response regarding the alleged non-compliance.

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 5.6.1 Advertising complaint 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. 5.5 Advertising compliance review