



Advertising Compliance Review Form FOR BROKERAGE USE ONLY

Before submitting this form, please refer to Bulletin No. 5.5 to learn more about RECO's advertising compliance review process.

Step 1: Brokerage information

Broker of Record:

Brokerage Manager (if applicable):

Brokerage Name:

Brokerage registration number:

Advertisement medium/type:

Step 2: Compliance review by brokerage

The checklist must be completed by the broker of record or the brokerage's manager before submitting this form to RECO.

Please assess the proposed advertisement and check the applicable boxes:

The brokerage name is clearly and prominently identified in the advertisement.

The brokerage name used is the same as the brokerage name registered with RECO.

"Brokerage" or "real estate brokerage" follows the brokerage name and is clearly displayed in the advertisement.

The real estate agent(s) name(s) used are the same name(s) registered with RECO.

The descriptor for each individual agent:

is included

follows the individual's name

is one of the permitted terms

is clearly displayed



References, if any, to award(s)/claim(s) specify the applicable date and the basis for the statement.

The team name, if any, does not suggest or imply that the team is a brokerage.

Listings from other brokerages (if any) include the name of, and method of contacting, the other brokerage.

Promise(s) or incentive(s) (if any) are clear, specifying whether they bind the brokerage or only the individual salesperson/broker.

The limiting conditions for a promise or incentive are clear and specific.

Written permissions for advertising the real estate identified in the advertisement are on file with the brokerage.

The advertisement is:

legible

clearly worded, and

easily understood

Step 3: Brokerage concerns

Please describe the brokerage's concerns about the proposed advertisement.



Step 4: Declaration

Review the following declaration. By signing this form, you are declaring that you understand and agree with the following statement:

I declare that the information provided in this form is accurate and complete to the best of my knowledge.

I understand that this review and related comments are based on, and are limited to, the exact advertisement and related information I have provided to RECO, and comments received from RECO cannot be applied to any other advertisement or any other issue.

Signature:

Date:

Step 5: Provide a copy of the advertisement

Ensure that you submit, with this completed form, a clear copy of the proposed advertisement in its entirety for RECO's review.