



# ADVERTISING COMPLAINT SUMMARY

ADVERTISING IN QUESTION (attach copy):

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ADVERTISER:

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INDIVIDUAL(S) IDENTIFIED:

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COMPLAINING BROKER OF RECORD:

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**AS BROKER OF RECORD I HAVE REVIEWED MY CONCERNS WITH THE ADVERTISING BROKER OF RECORD AND HAVE NOT BEEN ABLE TO RESOLVE THEM. I HAVE ATTACHED COPIES OF MY CORRESPONDENCE IN THIS REGARD.**

**I HAVE CHECKED THE BOXES BELOW TO INDICATE WHERE I BELIEVE THE ADVERTISING NOTED ABOVE DOES NOT COMPLY WITH THE REAL ESTATE AND BUSINESS BROKERS ACT, 2002.**

- The brokerage name is not clearly and prominently identified in the advertisement.
- The brokerage name used in the advertisement is not the name that is registered with RECO.

“Brokerage” or “real estate brokerage” (ref. s.36 Code):

- is not included
- does not follow the brokerage name, or
- is not clearly displayed in the advertisement

- The salesperson(s)/broker(s) named in the advertisement are not their names as registered with RECO.

The designation of the individual registrant:

- is not included
- does not follow the individual’s name
- is not one of the permitted titles (ref. s.36 Code), or
- is not clearly displayed

- The advertisement references awards or claims. The relevant dates or the basis for the award or claim do not appear in the advertisement. Include explanation below.
- The team name used in the advertisement suggests or implies that the team is a brokerage.
- Listings from other brokerages do not include the name of, and method of contacting, the other brokerage.
- The promise(s) or incentive(s) is not clear whether they bind the brokerage or only the salesperson/broker. Include explanation below.
- Limiting conditions for incentive/promise are unclear or insufficiently specific. Include explanation below.
- The necessary permissions were not given to advertise a specific property(s). Include explanation below.

The advertisement is:

- not legible
- not clearly worded, or
- not easily understood

Other:

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Explanation:

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