



Advertising complaint summary

Advertising in question (attach copy):

Advertiser:

Individual(s) identified:

Complaining Broker of Record:

As the Broker of Record, RECO encourages you to review your concerns with the advertising Broker of Record as a first step. However, it is not mandatory to submit the complaint. If available, please attach copies of any 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:

Explanation: