



ADVERTISING GUIDELINES LOUISIANA

(Per LREC Guidelines)

Business Cards - (Printed) brokerage name, brokerage telephone number. If authorized by broker, agent's name and agent's telephone number. It must be discernible who the brokerage is and their telephone number (if this gets place on an email signature it must meet the internet requirements)

Flyers printed – for property listed – (Printed) brokerage name, brokerage telephone number, month and year of advertisement was published, if authorized by broker agents name, agents telephone number, must be discernible who the brokerage is and their telephone number

Flyers printed - for services provided- (Printed) brokerage name, brokerage telephone number, if authorized by broker agents name, agents telephone number, must be discernible who the brokerage is and their telephone number

Newspaper/Magazine - for property listed – (Printed) brokerage name, brokerage telephone number,, month and year of advertisement was published, if authorized by broker agents name, agents telephone number, must be discernible who the brokerage is and their telephone number

Newspaper/Magazine - for services provided - (Printed) brokerage name, brokerage telephone number,, if authorized by broker agents name, agents telephone number, must be discernible who the brokerage is and their telephone number

Facebook – Licensees profile must at minimum contain the brokerage name, brokerage telephone number, jurisdictions in which the brokerage holds a license, city and state in which brokers main office or branch is located

Zillow/Trulia – Licensees must include the brokerage name, brokerage telephone number, jurisdictions in which the brokerage holds a license, city and state in which brokers main office or branch is located

Sign - printed- brokerage name, brokerage telephone number, if authorized by broker agents name, agents telephone number, must be discernible who the brokerage is and their telephone number

Per LREC Guidelines

Advertising Fines are as follows:

1st Offense \$250

2nd Offense \$500

3rd Offense \$1000

Both Agent and Broker are fined

*It is Louisiana policy that if agent does not obtain advertising approval and is found in violation, agent will be responsible for broker fine.

Internet Advertising - Name of broker Sales person's name, city and state of main office or branch regulatory jurisdiction