

Advertising Do's and Don'ts  
Nebraska Real Estate Commission (July 1, 2017)

Broker Prominence (webpage or flyer):

For Sale: 1015 Elm St. Smallville, NE



Call Suzy Sells at 315-222-4444 at Sellsalot Realty for more

Lovely 5 Bedroom 3 bath, updated kitchen. Picture yourself living the life in this lovely cartoon home in the fictional town of Smallville. (etc.)

**DO:** Broker Name is prominent and easily identifiable

For Sale: 1015 Elm St. Smallville, NE



Lovely 5 Bedroom 3 bath, updated kitchen. Picture yourself living the life in this lovely cartoon home in the fictional town of Smallville. All Appliances stay, Call Suzy Sells at 315-222-4444 for more information

Offered by Sellsalot Realty

**DON'T:** Broker name is smaller than affiliated licensee name and not easily identifiable

Licensee or Team Name Adjacent to Broker Name (Business Cards):

Aaron Acres      Barns R US Brokers



12<sup>th</sup> and Main Street, Milo, NE 68555  
402 111-2222

**DO:** Broker name adjacent to and same or greater size than affiliated licensee name


Aaron Acres      402-111-2222



Farm and Ag Specialist

(front)

Barns R US Brokers



12<sup>th</sup> and Main Street  
Milo, NE 68555

(back)

**DON'T:** Team name is not adjacent to broker name, not on the same side of the card

## Licensee or Team Name Adjacent to Broker Name (Yard Signs):

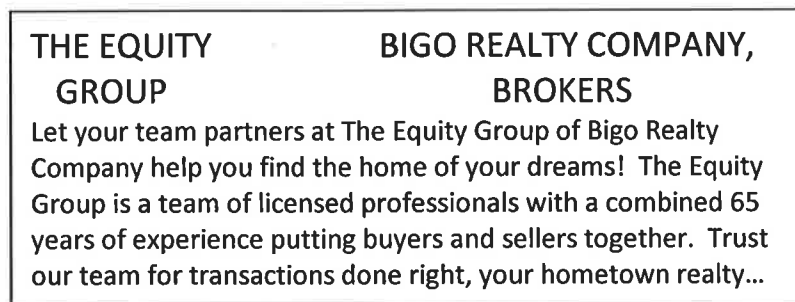


**DO:** Broker adjacent to and as large or larger than team name



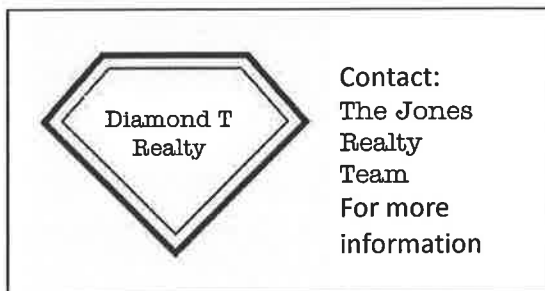
**DON'T:** Broker name smaller than and not adjacent to team name

## Licensee or Team Name Adjacent to Broker Name (Exception):



**EXCEPTION:** The page meets the adjacent and similar size requirements with the team and broker names at the top of the page, the team name may be used additional times on the same page without being adjacent to the broker name as long as it is not larger or more prominent than the broker name in any of the other instances.

## Similar Size or Footprint (Font and Logos)



**Note:** Font is not the same, but the broker name "Diamond T Realty" is similar in size or bigger than The team name "The Jones Realty Team"

**Special Words:** When the words "Real Estate" or "Realty" are used in a team name the word must be immediately followed by the word "Team" or "Group". Example, "The Johnson Real Estate Team" works, "Johnson Real Estate Marketers Group" does not because of the intervening word.