

find potential buyers and sellers, knowing that a licensee will pay a referral fee for every referral made. Remember, paying any compensation to unlicensed persons for performing acts requiring a license is unlawful.

## **A Final Thought**

Technology is moving at a rapid rate and bringing major changes to the real estate industry. Although traditional modes of advertising have moved from the printed flyer distributed to door handles of a neighborhoods, to now being able to reach tens of thousands of potential clients with a few keystrokes, the need for professionalism remains. One must still meet the basic compliance requirements regarding disclosure and identification but, more importantly, advertisements must be clear and truthful...and of value and benefit to consumers.

## **Appendix**

[License Disclosure Requirements For Advertising \(RE 559\)](#)

[Mortgage Loan Advertising Submittal \(RE 884\)](#)



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