



Disclaimer

These guidelines are intended to assist California real estate licensees—brokers and salespersons—in understanding the many advertising requirements they are expected to know and follow.

Not all advertising and licensee-related obligations and responsibilities under the Real Estate Law or other local, state, and federal laws are addressed in this publication. However, we try to identify the most frequently asked questions and the most often misunderstood requirements. This is a quick reference guide to current statutory and regulatory requirements. Nothing in this guide should be interpreted as legal advice. Given the ever-evolving tapestry of business practices, technological advances, and changes in law, this guide is designed to be a living document. Check the Department’s [website](#) for periodic updates and advisories.

Unless otherwise noted, all references to “Bus. & Prof. Code section” refer to the California Business and Professions Code, while “CCR” references refer to regulations of the California Code of Regulations, also known as the Regulations of the Real Estate Commissioner. All laws and regulations cited are located in the Department’s Real Estate Law Book, which is available on the Department of Real Estate’s (DRE) website at www.dre.ca.gov/Publications/RealEstateLaw.html.



Contents

Introduction.....	1
Basic Definitions.....	1
Supervision Responsibility.....	2
Compliance Expectation.....	2
Advertising.....	3
What is Advertising?.....	3
Basic Requirements.....	3
License Required to Advertise.....	3
False, Deceptive, or Misleading Advertisements.....	4
Avoid Bait and Switch.....	4
Font Size.....	4
License Designation.....	5
Disclosure of License Number - First Point of Contact Material.....	5
Keep Advertisements Current.....	5
Specific Advertising Requirements.....	6
Fictitious Business Names or “Doing Business As” (DBAs) – Brokers.....	6
Fictitious Business Names or DBAs – Salespersons.....	6
Team Names.....	7
Escrow Services.....	8
Mortgage Loan Advertising.....	8
Inducements Prohibited.....	8
Advance Fee Agreements and Materials.....	8
Subdivision Advertising.....	9
Timeshare Advertising.....	9
Mobile Homes.....	9
Prepaid Rental Listing Services (PRLS).....	10
Private Vocational School Advertising.....	10
Other Advertising Issues.....	11
“Coming Soon” Signs.....	11
Discrimination, Advertising, and Fair Housing.....	12
Social Media and On-line Advertising.....	12
Professional Designations.....	12
Years of Experience.....	13
Advertised Inducement or Offer of Referral Fee.....	13
Appendix.....	14
License Disclosure Requirements For Advertising (RE 559).....	14
Mortgage Loan Advertising Submittal (RE 884).....	14