


**COMMISSIONER'S UPDATE (CONTINUED FROM PAGE 1)**

Unfortunately, first time buyers are often targets for fraud or are not prepared to make key decisions with significant financial ramifications. That is why it is imperative that DRE equip consumers with robust information on the home-buying process. There are a number of “how to” guides out there, from both industry and governmental sources, but there is a crucial need to update, enhance, and amplify that information. To respond to that challenge, DRE is launching a communications campaign to assist first time buyers: “First Home California”

First Home California will feature a wide range of information for consumers. The content will cover topics from how to select an agent and understanding mortgages, to disclosures and what to expect at closing. DRE will supplement the digital content on our website with live virtual presentations, including an opportunity for questions and answers. We look forward to helping Californians prepare to purchase their first home.

As I have indicated in other columns, I firmly believe that the most effective consumer protection takes place when DRE educates before we regulate. Conducting investigations, preparing for disciplinary hearings, etc. is very expensive and time consuming. The public is best protected if DRE can educate consumers and partner with the profession to prevent violations before they might occur.

Prevention will continue to be our strategic approach to serve the public, as it is how DRE can best protect consumers and is also how we can maximize our resources. It is our hope that investing in educating potential homebuyers, we can help demystify the complex process, help them avoid costly mistakes, and open the door to home ownership. ■

 @DougMcCauleyDRE



# WHAT DO YOU KNOW?

## A quiz on California Real Estate Law

According to California Real Estate Law, are each of the following statements about advertising **true** or **false**?

1. Advertising must always include the broker's real estate license number.
2. Even though a broker hires a third party company to create and handle advertising, the broker is responsible for advertising violations caused by the hired company.
3. A person who advertises that they only provide referral services still needs a real estate license.
4. A broker is not responsible for the advertising of their affiliated salespersons or broker-associates.
5. DRE publishes Real Estate Advertising Guidelines as a guide for licensees on the laws applicable to advertising and first point of contact solicitation materials.

The answers are on Page 14. ■