

Online Communications & Advertising What every REALTOR MUST know!



Beginning in August

RVAR's Advertising Rules & Regulations regarding online advertising will be updated to reflect requirements already in effect by Virginia's Real Estate Board and NAR's Code of Ethics.

All REALTOR websites and all other online or email advertising (including personal promotion, ads for listings and postings on Craigslist) must contain the following disclosures:

- ✓ State of Agent's or Firm's Licensure
- ✓ City & State of Firm's main office, or, if applicable, Firm's branch with which REALTOR is affiliated
- ✓ Timely updates of all online listing information

If there is any chance that an email account or online technology, such as ***Facebook, LinkedIn*** or ***Twitter*** might be used to solicit business, then VAR advises agents to include the required disclosures in a signature file or somewhere visible on the webpage. Real Estate Board regulations allow for providing a link on the viewable page that is one click away from the required disclosures.

In addition to the above disclosures, regulations currently in effect, but often not in ads are:
Company Name, Disclosure as a Realtor,
Fair Housing Logo

A full copy of RVAR's current Advertising Rules and the effective August 1st revisions may be found at rvar.com, Click on RVAR Reference Desk, then Advertising Rules & Regulations



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