

Online Communications & Advertising

What every REALTOR® MUST know!



RVAR's Advertising Rules & Regulations regarding online advertising have been updated to reflect requirements by Virginia's Real Estate Board and NAR's Code of Ethics.

All REALTOR® websites and all 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](#) may be found at rvar.com.
Click on RVAR Resources Desk/Governing Documents/Advertising Rules & Regulations.



Roanoke Valley Association of REALTORS®
4358 Starkey Road, Roanoke, VA 24018
Phone 540-772-0526 Fax 540-772-8058