



RVAR's Advertising Rules regarding online advertising are updated to reflect the latest requirements by Virginia's Real Estate Board and NAR's Code of Ethics.

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

- √ Agent's name
- √ Firm Name
- √ 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

On a 3rd party site (e.g., FaceBook, LinkedIn etc.), the agent and firm name must be included. Then a link may be added to the other required disclosures ("one click away").

VREB REQUIREMENT: All advertising in any media (including yard signs) by a REALTOR®, in which he or she has any interest (whole or part) in a property, must fully disclose the fact that he or she is an owner/REALTOR® or owner/agent.

A full copy of RVAR's current Advertising Rules may be found at RVAR.com.



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