

Branding! Important to READ!

We continue to see an increase in Branding of Listings. Brokers reviewed and voted to have Branding an immediate fine. This was is a Broker decision so please pay extra attention to pictures and public remarks.

Pictures may not have any signs, flyers, or information that identifies the listing agent, brokerage, builder, photographer, etc.

Remarks:

- No comments such as "**Call me** today to view" "**Call us**" or any wording directing a consumer to contact or reach out to the listing agent directly.
- No website addresses
- Contact name and/or phone numbers or email address.
- Marketing for a lender, title company, HOA, Community website address, builder, etc.
- No directions to view a model home

Public remarks should describe only the property for sale. Public remarks are not a forum for Call to Action language. If you are using any type of marketing AI/Chat GBT to help write your listing description you must proof read. They are built to market YOU and the property and often will cause branding violations.

If you have a question about wording or a picture please contact us prior to making active.

Thank you!