



Alabama Real Estate Commission
Empowering | Connecting | Educating
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BRIEFLY LEGAL AND COMMISSION NOTE

Facebook Advertising and Continuing Education

March 8, 2019

TODAY'S QUESTION

What does license law require for advertisements on my Facebook page?

THE ANSWER

Alabama's social media requirements are simple! Your company name must be on every post and none of your advertisements can be false, fraudulent, or misleading.

Now—the not so simple part. EVERY SINGLE POST or PICTURE must contain the qualifying broker or company name as licensed. This means every single picture or post. If your company name is included in your Facebook name, for example Mandy Lynn-ABC Realty, then you comply. If, for example, your Facebook name is only Mandy Lynn, then every single post or picture would need the company name in the description or post. This is what we get the most complaints about!

Sections 34-27-36(a)(15) and 34-27-36(a)(6) in the Alabama Real Estate License Law address advertising requirements.

Speaking of Facebook—Check out the Commission's Facebook page to see what's going on with us!

If you have any questions on advertising in any medium, feel free to call the Commission's General Counsel, Mandy Lynn, at 334-353-0805 or email her at mandy.lynn@arec.alabama.gov.

COMMISSION NOTE

Did you know that Continuing Education requirements passed the legislature in 1986? At that time licensees were required to complete 12 clock hours of CE and the entire 12 hours was a prescribed course. After a couple of renewal periods, the prescribed course was replaced with mandatory and elective hours. Legislation passed in 1999 to increase the number of hours required to 15 clock hours. We have always encouraged you to take CE early and not wait until the last minute. You are doing a much better job at that than licensees did in the early days. Kudos to you and please keep it up! If you would like to share ideas about what you would like to see as mandatory CE courses and include why, we would love to hear from you. Email your ideas to arec@arec.alabama.gov.

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