

Rule 790-X-3-.16 Advertising Teams

~~Code of Alabama, 1975 § 34-27-36(a)(15) requires a salesperson or associate broker to display the name of the qualifying broker or company "prominently" in any advertising promoting the salesperson or qualifying broker as a real estate agent. The word "prominently" as used in that statutory provision means use of a font size that is equal to or larger in size than any other text or logo in the advertisement and situated and sized for the purpose of gaining the attention of consumers viewing the advertising.~~

The following applies to the advertising or marketing of real estate teams:

1. The team's name must either include the words "team" or "group".
2. The team's name must not use terms that could lead the public to believe that the team is a real estate company, rather than a distinct group within a company. Such prohibited terms include but are not limited to the words and abbreviations for "corporation", "limited liability company", "partnership", "business", "enterprise", and "company".

Author: Alabama Real Estate Commission.

Statutory Authority: Code of Ala., 1975, §§ ~~34-27-8.1 and 34-27-36~~ 34-27-39.

History: Filed _____; effective _____.