

Hello, my name is ...

Rules govern what you call yourself and how you use your name in advertising.



A good business name can help you market yourself to consumers. But some names—and some ways you might use your name—violate TREC rules or the National Association of REALTORS® Code of Ethics. Find out what's legit when it comes to the name game.

1. What must be included in all of your advertising as an agent?
 - a. Your name
 - b. Your broker's name
 - c. a and b
2. True or false? It is permissible for the sponsoring broker's assumed name (DBA) to appear in the ad.
3. True or false? TREC considers a broker's name to meet the requirement of being "clear and conspicuous" if it is at least half the size of the largest contact information on the sign or ad.
4. True or false? The acceptable way to abbreviate *REALTOR*® on your business card or in an ad is *RLTR*®.
5. Which of the following are acceptable uses of the term *REALTOR*® with a business name?
 - a. Bricktown, REALTORS®
 - b. Cityscape Commercial REALTORS®
 - c. Bricktown REALTORS®, Inc.
 - d. Bricktown Realty, Inc., REALTORS®
 - e. Best Dallas REALTORS®
 - f. Bill Bricktown, REALTOR®
6. True or false? As an agent with a team, you can use the name The Bricktown Team or The Bricktown Group in advertising as long as you also include your sponsoring broker's name in the ad.
7. True or false? You can buy a domain name with a competitor's business name as long as you don't publically use that domain name.
8. Which of the following are acceptable Web-site names for an agent named Bill Bricktown?
 - a. BillBricktownRealtor.com
 - b. ElPasosBestRealtor.com
 - c. RealtorBill.com
 - d. BillBricktown-Realtor.com
9. True or false? As an agent, you may not use an assumed name (DBA) in your business activities and advertising.

ANSWERS

1. b. What is included in "all advertising"? TREC states that advertising "includes but is not limited to all publications, radio or television, all electronic media including e-mails, Web sites, blogs and tweets, business cards, letterhead, signs, and billboards."
2. True, as long as the assumed name is registered with TREC.
3. True.
4. False. The term *REALTOR*® should never be abbreviated.
5. a, d, and f. The National Association of REALTORS® prohibits use of the term *REALTOR*® as part of your business name, but you may use it to describe yourself or your firm after your name. Punctuation should be used to separate your firm name from the term *REALTOR*®.
6. True.
7. False. The Code of Ethics prohibits registering URLs or domain names that, if used, would present less than a true picture in your advertising.
8. a and d. The term *REALTOR*® need not be separated with punctuation from the agent's or firm's name in a Web address. Using the term *REALTOR*® with descriptive words is still prohibited.
9. False. You can use an assumed name if your broker notifies TREC within 30 days of you starting (and stopping) use of the name.