

# New Advertising Regulations Effective July 1



## All Real Estate Licensees are Affected!

On July 1, amendments to Nebraska License Law take effect that change advertising and education requirements. All agents will want to pay close attention to their broker's prominence in all forms of advertising. In addition, real estate teams working within a brokerage firm have a host of new rules requiring continuing education, advertising and disclosure.

To read more, go to [www.NREC.ne.gov](http://www.NREC.ne.gov).



### The following advertising regulations will take effect July 1:

#### BROKER PROMINENCE (WEBPAGE OR FLYER)

For Sale: 1015 Elm St. Smallville, NE



Call Suzy Sells at 315-222-4444 at Sellsalot Realty for more

Lovely 5 Bedroom 3 bath, updated kitchen. Picture yourself living the life in this lovely cartoon home in the fictional town of Smallville. (etc.)

**DO:** Broker Name is prominent and easily identifiable

For Sale: 1015 Elm St. Smallville, NE



Lovely 5 Bedroom 3 bath, updated kitchen. Picture yourself living the life in this lovely cartoon home in the fictional town of Smallville. All Appliances stay, Call Suzy Sells at 315-222-4444 for more information

Offered by Sellsalot Realty

**DON'T:** Broker name is smaller than affiliated licensee name and not easily identifiable

#### LICENSEE OR TEAM NAME ADJACENT TO BROKER NAME (YARD SIGNS)

THE EQUITY GROUP  
BIGO REALTY  
COMPANY, BROKERS  
For Sale: 2525 Elm Street  
402 123 4567  
Call our Agents Today!!

**DO:** Broker adjacent to and as large or larger than team name

THE EQUITY GROUP  
For Sale: 2525 Elm Street  
402 123 4567  
Call our Agents Today!!  
Bigo Realty Company, Brokers

**DON'T:** Broker name smaller than and not adjacent to team name

#### LICENSEE OR TEAM NAME ADJACENT TO BROKER NAME (BUSINESS CARDS)

**DO:** Broker name adjacent to and same or greater size than affiliated licensee name. (Below)

Aaron Acres

Barns R US Brokers



12<sup>th</sup> and Main Street, Milo, NE 68555  
402 111-2222

**DON'T:** Team name is not adjacent to broker name, not on the same side of the card. (Below)

Aaron Acres

402-111-2222



Farm and Ag Specialist

(Front)

Barns R US Brokers



12<sup>th</sup> and Main Street  
Milo, NE 68555

(Back)