

General Advertising & Personal Brands

- If you include a name in industry advertising, it must be your name as it appears on your licence. Reminder: if you'd like to use an "AKA" name, be sure to register this name with RECA through your myRECA account.
- If you use any identifier other than your brokerage name (e.g. personal brand, username, nickname) you must also include your name as it appears on your license.

Social Media

- The advertising guidelines apply to social media.

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- If you mention your industry affiliation/services/activity on your social media, RECA considers this advertising. Social media profiles that are strictly for personal use (i.e. do not include any industry information) do not apply.

Profile pages:

- If you communicate about your industry affiliation/services/activity on social media, your social media profile page must include:
- Your brokerage (clearly indicated)
- Your name as it appears on your licence (social media platforms require user identification)

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- If you're in a team, the name of at least one licensed professional on the team
- **Best practice:** where possible, include your brokerage in your username, and/or use a banner image that includes your name & your brokerage branding.

Posts:

- Social media posts need to include your brokerage if the post includes content that promotes your industry affiliation/services/activity (e.g. listings, incentives).
- Social media posts that are personal in nature, or that promote other services, do not need to include your brokerage (e.g. industry news, trend data)

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• **In other words:** if a consumer can act upon your post in a way that furthers your business as an industry professional, include your brokerage in that post. For instance, if a consumer can contact you directly from that post, or visit an open house or listing with the property address in the post, include your brokerage. If your post is simply informational and requires another click to get to any relevant information about your business as an industry professional (and your brokerage information is included where they land after clicking), you don't require your brokerage in the post.

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Multimedia & Digital Ads:

- Videos must include your brokerage (clearly indicated), and if you are an individual and choose to include a name or personal brand, you must include your name as it appears on your license. If you are advertising as a team, you must include the name of at least one licensed team member.
- Any paid digital advertising, including boosted social media posts, must have your brokerage (clearly indicated). If you are advertising as a team, you must include the name of at least one licensed team member.

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