



Real
Estate
Council
Alberta

reca.ca

Advertising

Kristian Tzenov, Real Estate Practice Advisor

A high-angle photograph of a group of people sitting around a wooden table in a meeting. The image is partially obscured by a blue semi-transparent rectangle containing the agenda text. The background shows a wooden floor and some chairs.

Agenda

- A brief history
- Engagement & feedback
- Recent Council motions & clarifications
- Social media
- Examples

History

- On January 25, 2017 Council expressed a desire to create a policy regarding “Teams” within the brokerage model of the industry
- Council referred this item to the Mortgage Broker, Residential, and Commercial Advisory Committees
- RECA then researched 61 other jurisdictions
- RECA consulted various stakeholder groups
- In October 2018, Council passed new motions to clarify “clearly indicated” and teams advertising

Industry Engagement Timeline

April
201
7

RREAC

CREAC

May
201
7

Calgary & Edmonton:

- RE Brokers Forum
- 20/20 Mortgage Forum
- 2020 Real Estate Forum

March
2018

RREAC

May
2018

Calgary & Edmonton:

- RE Brokers Forum
- 20/20 Mortgage Forum
- 2020 Real Estate Forum

June
2018

MBAC

Feedback RECA Received

1 Teams are positive

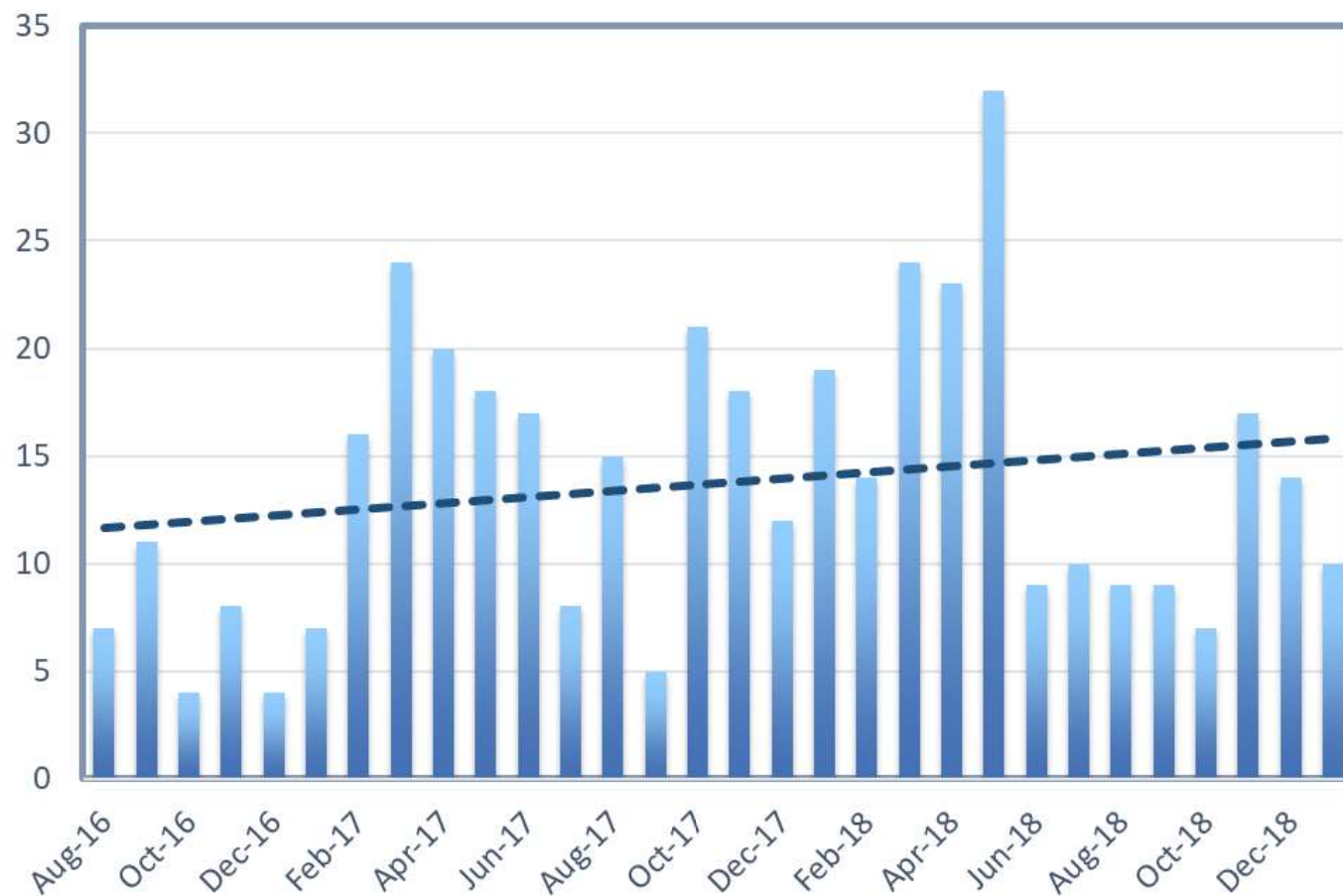
2 Lack/minimal broker supervision

3 Imbalance of power with broker

4 Advertising issues

- brokerage name missing / not clearly indicated
- team or franchise logo in place of brokerage
- team advertising implies independent brokerage
- incentives offered by team, not on behalf of brokerage

Advertising Complaints to RECA Since 2016



Existing Requirements

- If you include a name in industry advertising, it must be your name as it appears on your licence
- 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 licence
 - *If you want to use an “AKA” name, be sure to register this name with RECA through your myRECA account*
- Your brokerage name must be clearly indicated

How does RECA define a “Team”?

A team is two or more real estate or mortgage broker professionals who work together on a regular basis, represent themselves to the public as one entity, and typically designate themselves a name that indicates they are a team or group.

What about unlicensed professionals in a team?

Industry professionals may include an unlicensed individual's name or picture in advertising, but they must clearly identify the unlicensed individual as being unlicensed.

The background image shows a meeting room with several people seated around a table, engaged in discussion. A large blue rectangular overlay covers the majority of the image, and the text "Recent Council Motion" is centered in white on this overlay.

Recent Council Motion

Proper Broker Delegation

RECA must communicate with industry about proper broker delegation.

Brokers must consistently apply the proper procedures when delegating authority:

- If team leads are broker delegates
- Delegation must be written
- Broker is responsible and must monitor



3 Council Clarifications

Effective October 1, 2019

1/3

“clearly indicated” means: the brokerage name must be similar in size or larger than other identifiers, and immediately adjacent to other identifiers in advertising.

2/3

RECA has an existing requirement that industry must “trade in real estate/deal in mortgages only in the name that appears on that individual’s licence”.

As it relates to “team” advertising, Council expanded this requirement to include “the name of at least one licensed team member, as it appears on the individual’s licence, must appear in any team advertising”.

3/3

Council prohibited specific words and terms that may suggest to consumers, or create the impression, the team is a brokerage.

The prohibited terms for teams include: Agency, Associates, Brokerage, Brokers, Company, Corporation, Corp., Inc., Ltd., LLC, LLP, Mortgages*, Properties, Property, Realty*, Mortgage*, Real Estate*

***EXCEPTION: “Mortgages”, “Mortgage”, “Real Estate”, and “Realty” may be used in team names only when followed immediately by one of two terms; either “team” or “group”**

A group of people in a modern office setting, with a blue overlay and the word 'EXAMPLES' in the center. The background shows a diverse group of professionals working together around a large table, with a computer monitor and various office supplies visible. The scene is brightly lit, suggesting a sunny day.

EXAMPLES

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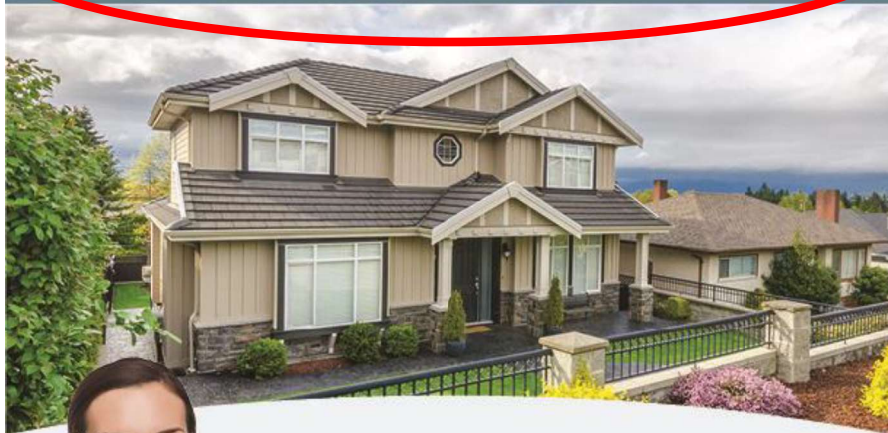
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CATHERINE JAMES TEAM

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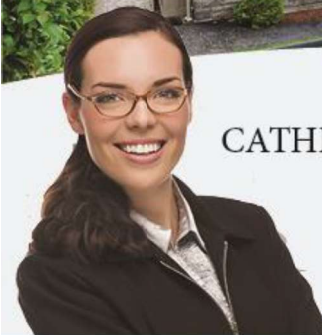


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Cathy James

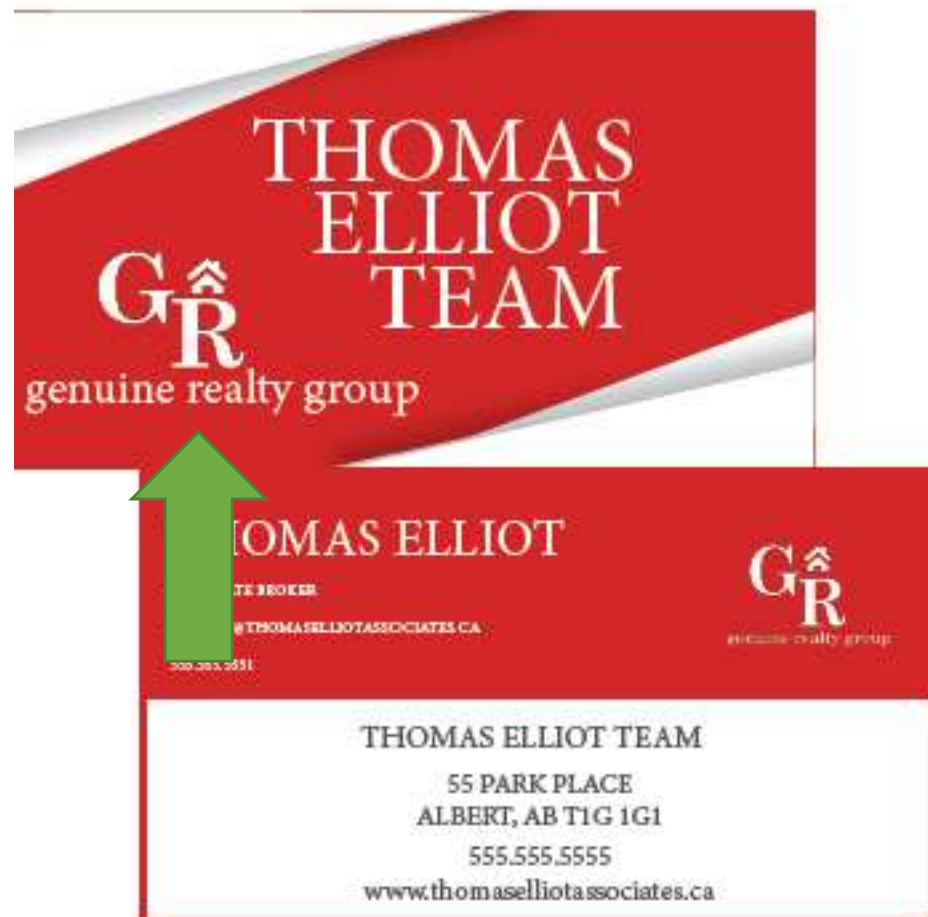
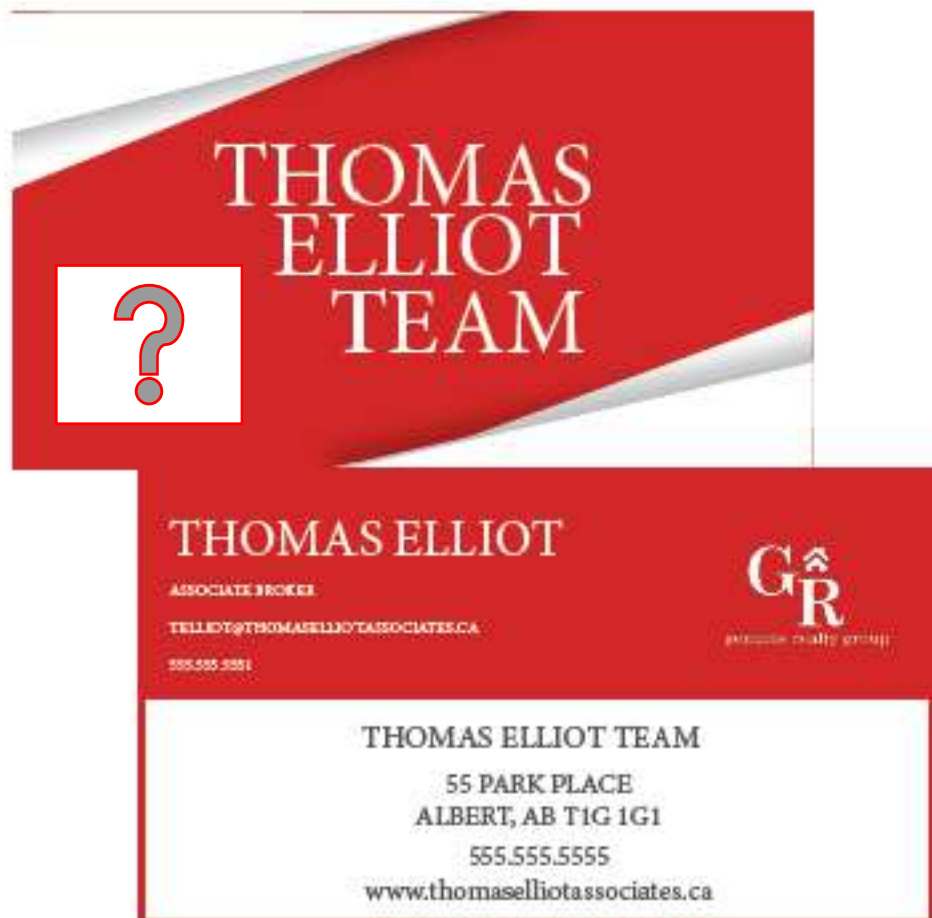
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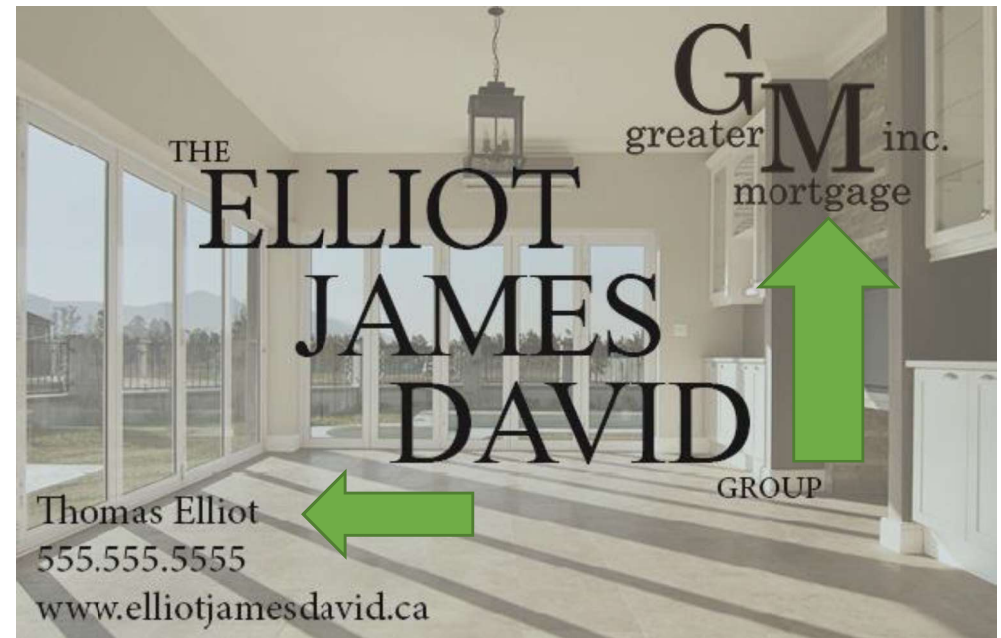


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Business Cards



Teams



Thomas Elliot Team



THOMAS ELLIOT



CATHERINE JAMES



PATRICIA YOUNG



BRIAN DAVID

We are the team for all of your Real Estate needs!

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www.thomaselliottteam.ca



THOMAS ELLIOT TEAM

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Thomas Elliot & Associates



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Websites – Homepages & Innerpages

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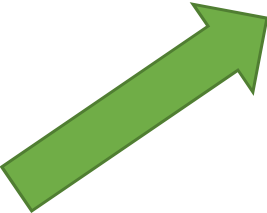


ABOUT US

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Websites – Homepages & Innerpages



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A group of people in a modern office setting, with a blue overlay containing text. The background shows a woman and a man sitting at a table, looking at a laptop. Another person is standing in the background. The blue overlay is semi-transparent and covers the majority of the image.

Social Media

profile pages, posts, multimedia, paid digital advertising

Social Media

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

Social Media Profile Pages

- If you communicate about your business on social media, your social media profile page must include:
 1. Your brokerage (clearly indicated)
 2. Your name as it appears on your licence
 3. Teams: 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

Social Media 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, non-industry information/services)

Multimedia & Digital Ads

Videos / slideshows must include:

- Your brokerage (clearly indicated)
- Your name as it appears on your licence (if using a name)
- Teams: the name of at least one licensed team member

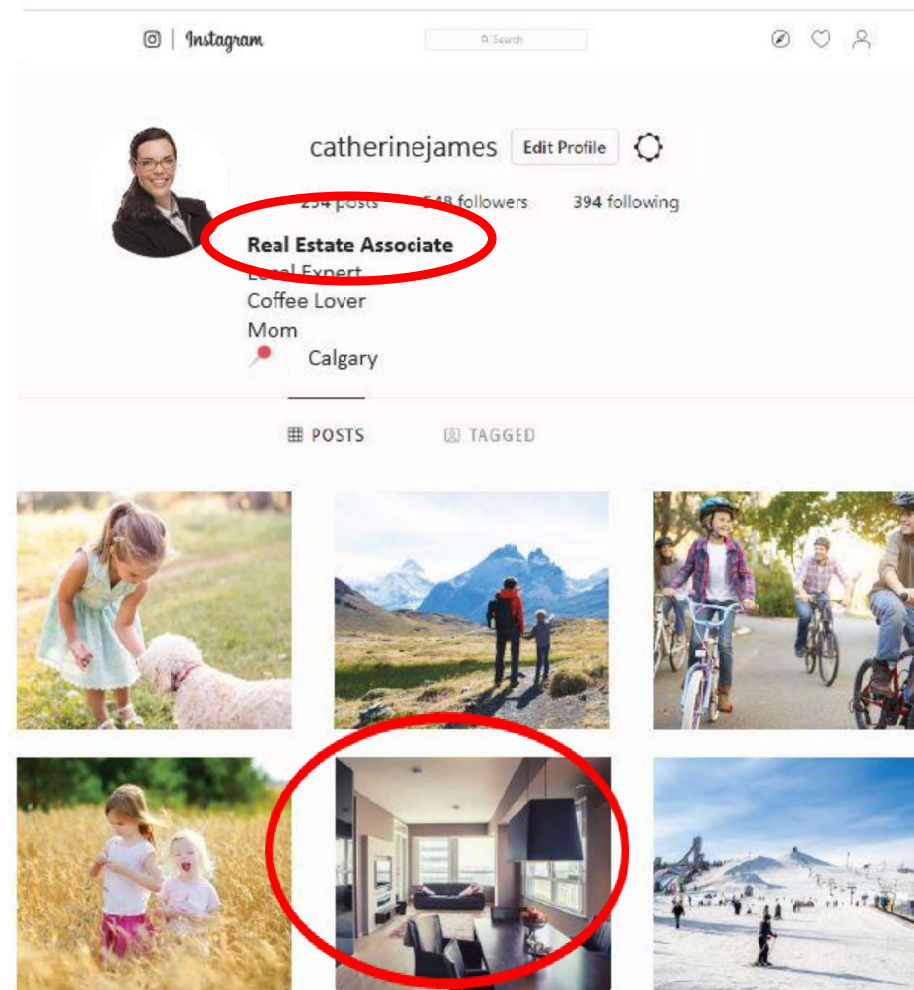
Paid digital advertising (includes boosted posts, search ads) must include:

- Your brokerage (clearly indicated)
- Your name as it appears on your licence (if using a name)
- Teams: the name of at least one licensed team member

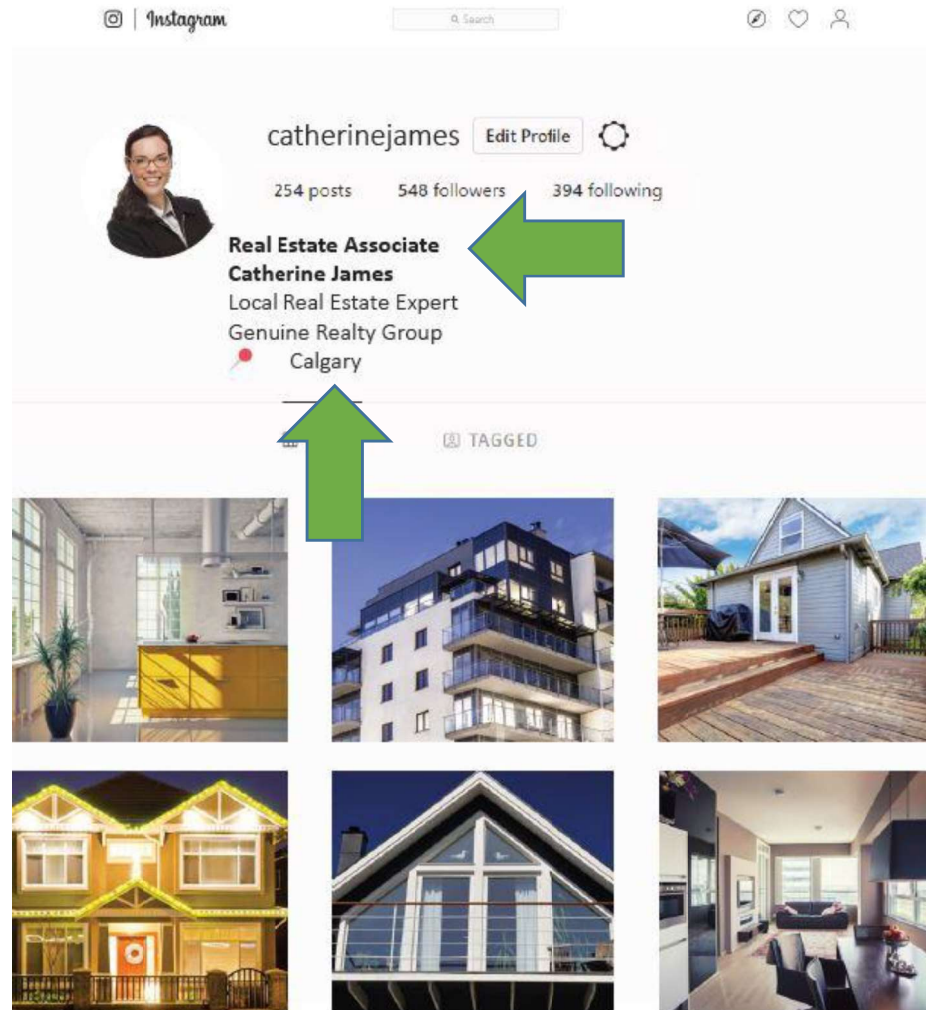
A photograph of a diverse group of people in a modern office environment. They are gathered around a large table, looking at a computer monitor and discussing documents. The scene is brightly lit with natural light from large windows in the background. A semi-transparent blue rectangle is overlaid on the image, and the word "EXAMPLES" is written in white, bold, sans-serif capital letters in the center of this rectangle.

EXAMPLES

Personal vs. Professional



Personal vs. Professional



Facebook Landing Page

Facebook profile page for Catherine James, a real estate expert. The page features a cover photo of a city skyline with a red circle highlighting the name "CATHERINE JAMES" and the phone number "403.555.5555". A profile picture of Catherine James is also circled in red. The bio reads "Catherine James Your Local Real Estate Expert" and "@yourdreamhomeyyc". The page includes a navigation menu on the left, a "Create Post" section, a "Recommendations and Reviews" section with a testimonial, and a "See More" link for a video testimonial.

Catherine James Your Local Real Estate Expert
@yourdreamhomeyyc

CATHERINE JAMES
SERVICE AND EXPERIENCE YOU CAN TRUST
403.555.5555

Like Follow Share ... Send Message

Create Post

Photo/Video Tag Friends Check In ...

Recommendations and Reviews

Recommended by 10 people

Catherine was amazing to deal with. She was so professional from start to finish.
February 14

5.0 5 out of 5 - Based on the opinion of 30 people

ABOUT CATHERINE JAMES YOUR LOCAL REAL ESTATE EXPERT

Catherine James - Your Local Real Estate Expert

See More

Facebook Landing Page

The image shows a Facebook profile page for Catherine James. The page layout includes a top navigation bar with a search bar, a left sidebar with navigation links, a main content area with a cover photo and posts, and a right sidebar with a bio and a featured post. Two green arrows are overlaid on the page: one pointing to the 'Home' button in the left sidebar and another pointing to the 'Send Message' button in the top right of the main content area.

Navigation Links (Left Sidebar):

- Home
- Services
- Reviews
- Shop
- Offers
- Photos
- Videos
- Posts
- Events
- About
- Community
- Info and Ads
- Instagram

Profile Information:

- Profile Picture:** A circular photo of Catherine James.
- Cover Photo:** A large photo of Catherine James with a city skyline in the background.
- Text on Cover Photo:**
CATHERINE JAMES
SERVICE AND EXPERIENCE YOU CAN TRUST
403.555.5555
Genuine Realty Group logo

Buttons:

- Like, Follow, Share, ... (on the cover photo)
- Send Message (on the right side of the cover photo)

Post Section:

- Create Post:** A text input field with options for Photo/Video, Tag Friends, Check In, and ...
- Recommendations and Reviews:**
Recommended by 10 people
Catherine was amazing to deal with. She was so professional from start to finish.
February 14

Right Sidebar:

- Rating:** 5.0 (5 out of 5 people)
- Featured Post:** ABOUT CATHERINE JAMES YOUR LOCAL REAL ESTATE EXPERT
Catherine James - Your Local Real Estate Expert at Genuine Realty Group
See More

Twitter Landing Page

[Home](#) [Moments](#) [Notifications](#) [Messages](#)   [Tweet](#)



CATHERINE JAMES

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403.555.5555



Tweets	Following	Followers	Likes	Lists
26.8K	15.1K	29.2K	2,101	8

[Follow](#)

Catherine James

@yourdreamhomeyyc

Real Estate Associate in Calgary. Your local real estate expert in Calgary and surrounding areas. catherinejamesrealtor.ca

 Calgary, Alberta

 Joined January 2015

 34 Photos and videos

Tweets



Catherine James @yourdreamhomeyyc · 3h
Just Listed 22 Spring Way Rd SW - Beautiful 2bdrm, 2bath condo! Call Catherine 403.555.5555 at Genuine Realty Group. #yycre #realtor#justlisted #calgary



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Catherine James
@yourdreamhomeeyyc

Real Estate Associate in Calgary.
Your local real estate expert in
Calgary and surrounding areas.
catherinejamesrealtor.ca

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Tweets **Tweets & replies** **Media**



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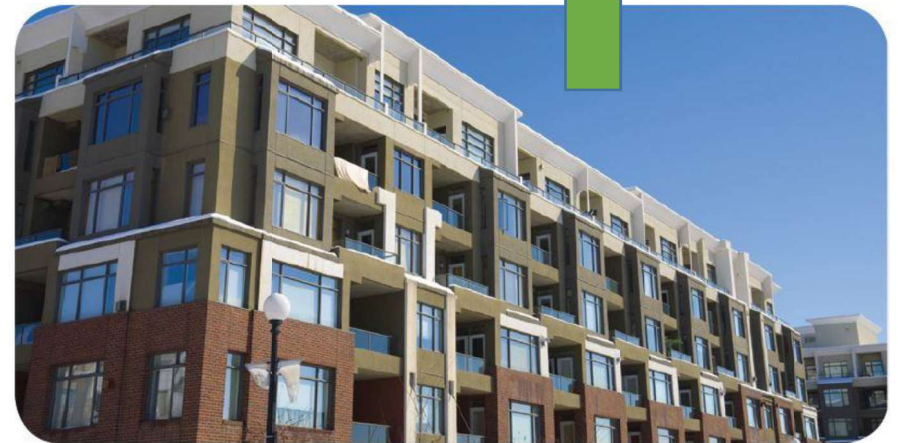
Catherine James @yourdreamhomeyyyc 3h
First time home buyers, check out these amazing tips for decorating your new home! #yycre #realtor #homebuyer #calgary



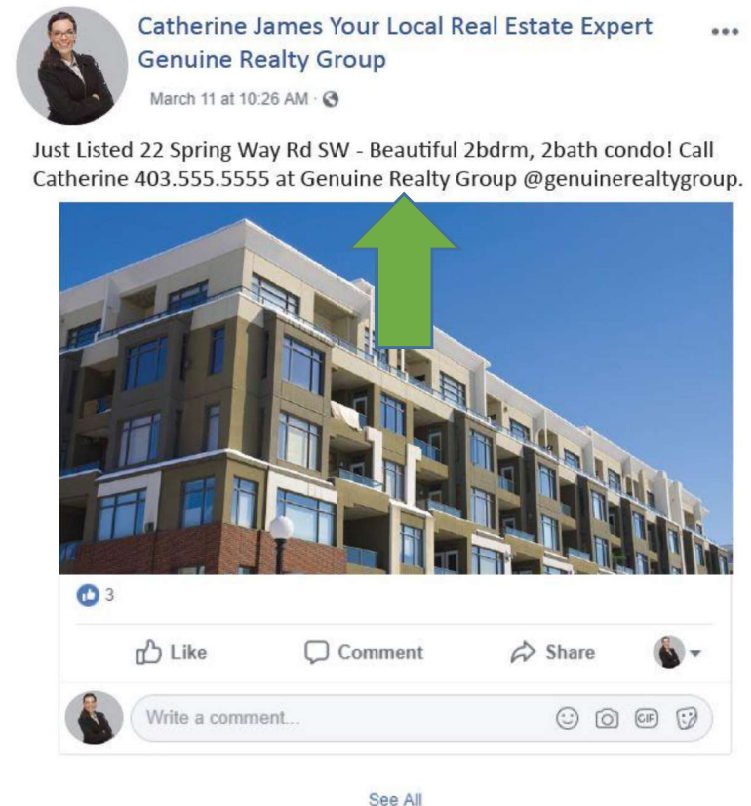
Tweets Tweets & replies Media



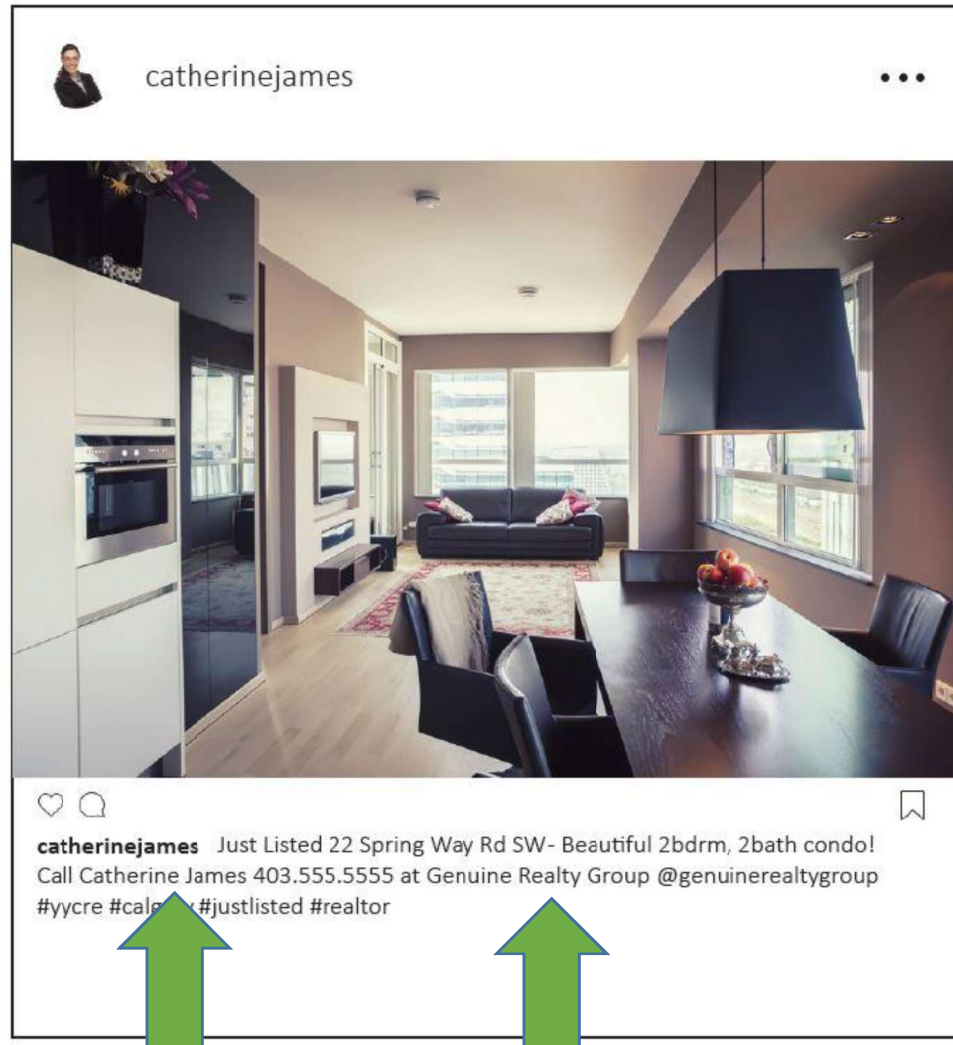
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Facebook Posts



Instagram Post



Social Media / Digital Advertising

#1 TOP PRODUCING TEAM IN ALBERTA



The Smith Real Estate Team is within the top 25 teams in Canada, and top 10 teams in western Canada (BC, Alberta, Saskatchewan) who've sold the most homes within the GR Genuine Realty Group network

SMITH
REAL ESTATE
TEAM



Social Media / Digital Advertising

#1 TOP PRODUCING TEAM IN ALBERTA



The Smith Real Estate Team is within the top 25 teams in Canada, and top 10 teams in western Canada (BC, Alberta, Saskatchewan) who've sold the most homes within the GR Genuine Realty Group network

**SMITH
REAL ESTATE
TEAM**

Kelley Smith



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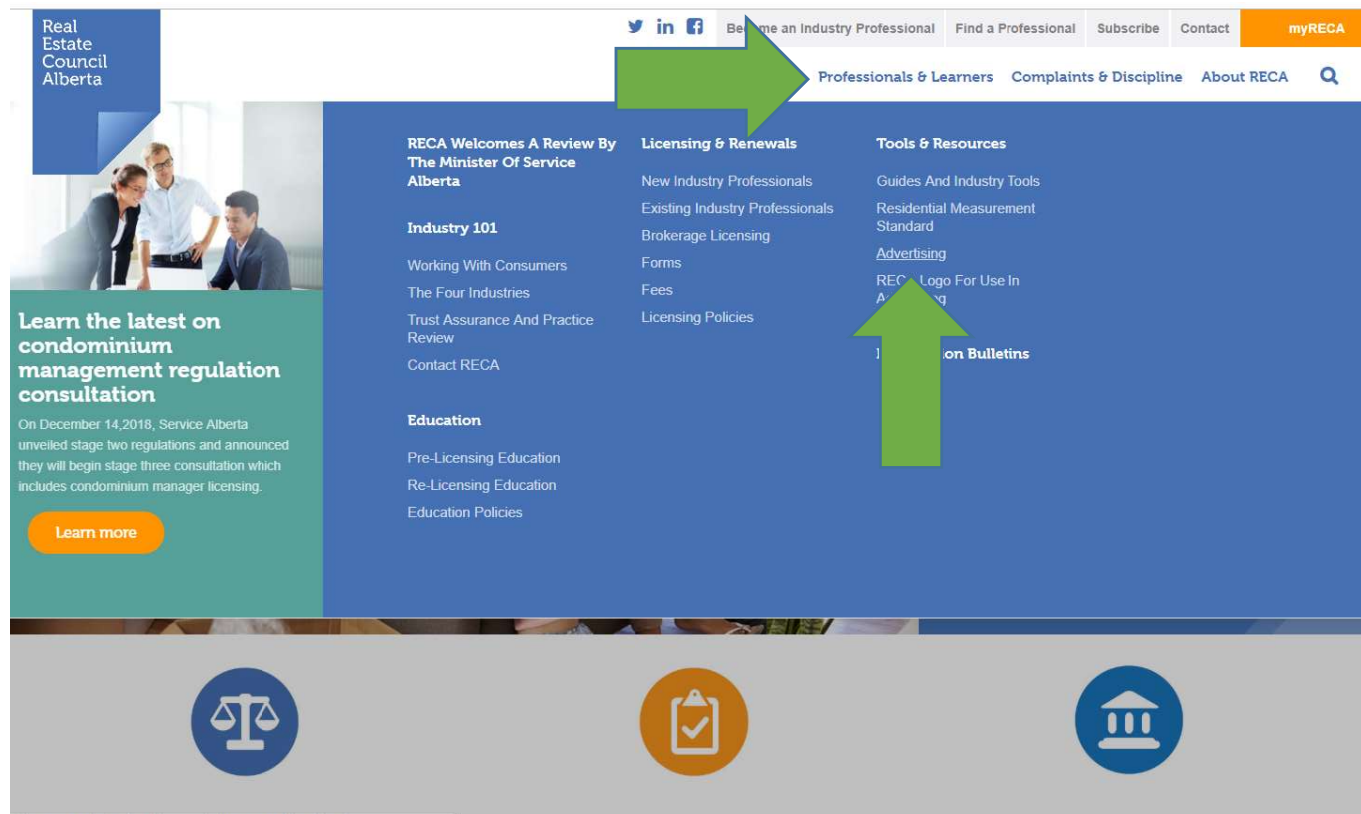




WRAP UP

We're here to help

- Ensure your ads are compliant by October 1, 2019
- Our advertising web page has a lot of helpful resources



How to check if your ads are compliant

Follow this 4-step checklist:

1. Collect an inventory of your advertising (e.g. bus bench ads, digital ads, flyers, brochures, billboards)
2. Assess whether or not your advertisements meet the requirements and clarifications. Things to look for:
 - ✓ Is your brokerage name/branding included?
 - ✓ Is your brokerage name/branding in a similar size or larger than other identifiers in the ad, such as your name or photo?
 - ✓ Do you have any prohibited words in your ads? If so, replace them. Remember 'real estate' and 'mortgage' are permitted when immediately followed by 'team' or 'group'.
 - ✓ Are you advertising yourself as an expert, or having significant experience? If so, know that RECA will hold you to a higher standard in a regulatory proceeding.
3. Review your brokerage's branding and/or advertising policies and procedures.
4. Make the necessary adjustments to your ads as soon as possible, and no later than October 1, 2019.



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QUESTIONS?

Thank you!