

## LICENSE DISCLOSURE REQUIREMENTS FOR ADVERTISING

RE 559 (Rev. 1/17)

The following chart shows the required disclosures of licensure for real estate-related advertisements. For a chart showing the required disclosures of licensure for mortgage loan-related advertisements, please refer to License Disclosure Requirements for Mortgage Advertising, form RE 858. Pertinent Real Estate Law referred to includes Business and Professions Code (B&P) and Regulations of the Real Estate Commissioner (Regulation).

### Questions?

If you have questions, please call the Enforcement section at (877) 373-4542.

Advertising		Required Disclosures			Display Requirements	Pertinent Real Estate Law
Ads and Solicitation Materials	Media	Name(s)/Designation/Phrasing	CalBRE License Number	NMLS Unique Identifier*		
Related to Government Lands	All**	Name of broker <b>-AND-</b> state that the broker is licensed as a real estate broker by the State of California	8-digit license number of each licensee in the advertisement	Unique identifier of each licensee disseminating the materials* (unique identifier of the employing broker or corporation <i>not</i> required)	Font size of the license number must not be less than the smallest font size used in the advertisement and solicitation materials	B&P 10140.5, 10140.6(b) Regulation 2773
Print Ads	Newspapers, periodicals, mail	Broker, agent, Realtor, loan correspondent or abbreviations bro., agt., or other similar terms or abbreviations	N/A	N/A	N/A	B&P 10140.6(a); Regulation 2770.1
First Point of Contact Solicitation Materials	<p>Business cards, stationery, websites, flyers, brochures, mail (regular &amp; email), leaflets, etc.</p> <p>Excludes: radio, cinema, television, the opening section of streaming video and audio, newspapers, periodicals, "for sale" signs***</p>	N/A	<p>8-digit license number of each licensee in the advertisement</p> <p>The license numbers of employing or corporate brokers whose names, logos, or trademarks appear on solicitation materials along with the names and license numbers of the employees do not need to appear on those materials</p>	Unique identifier of each licensee disseminating the materials* (unique identifier of the employing broker or corporation <i>not</i> required)	Font size of the license number must not be less than the smallest font size used in the advertisement and solicitation materials	B&P 10140.6(b); Regulation 2773
Contain a Salesperson-Owned DBA	All**	<p>Fictitious business name <b>-AND-</b> salesperson's name <b>-AND-</b> broker's name</p>	<p>8-digit license number of the salesperson</p> <p>-----</p> <p>8-digit license number of the broker (optional)</p>	N/A	<p>Broker's name (and license number, if included) must be equally as prominent and conspicuous as the DBA <b>-AND-</b> salesperson's name and license number must be conspicuous</p>	B&P 10159.5; 10159.7
Contain a Team Name	All**	<p>Team name <b>-AND-</b> salesperson's name <b>-AND-</b> broker's name</p>	<p>8-digit license number of the salesperson</p> <p>-----</p> <p>8-digit license number of the broker (optional)</p>	N/A	<p>Team name, and salesperson's name and license number must be conspicuous and prominent <b>-AND-</b> broker's name (and license number, if included) must be as prominent and conspicuous as the team name</p>	B&P 10159.6; 10159.7

\*Only applies to residential mortgage loan originators, as defined in Section 10166.01 of the Business and Professions Code.

\*\* Refers to any advertising and solicitation materials, including first point of contact materials, print, electronic media, and "for sale" signs.

\*\*\* Does not apply, if using a team name or salesperson-owned dba or the advertising and solicitation materials are related to government lands.