

## Marketing Compliance Checklist

In order to stay compliant with the current DRE standards for marketing, we have created the following guidelines for you to follow. **IF YOU ARE NOT USING A KW PREFERRED VENDOR FOR YOUR MARKETING MATERIALS THEY MUST BE APPROVED BY OUR DIRECTOR OF OPERATIONS PRIOR TO HAVING THEM CREATED.**

### **For Sale & Open House Signs:**

- Agent Name – (including surname - nicknames ok w/ surname)
- Team Name DRE Compliant – must be approved by Director of Operations Joanne Madlung
- Agent DRE# (lead agent DRE# for team)
- KW Logo Prominent - at least 2/5<sup>th</sup> the width of the sign (can be generic KW Logo or MC Specific)
- KW Red (preferred to be 33-50%)
- Agent or Team Logo DRE Compliant – must not be larger than KW logo
- Each Office Independently Owned and Operated

### **Social Media – Business Pages & Profiles where you promote your Real Estate Business**

- Agent Name (including surname) or DRE Compliant Team Name (approved by Joanne Madlung)
- Agent DRE# (lead agent DRE# for team)
- Approved KW Logo (can be generic KW logo or MC specific) OR Prominently say Keller Williams Realty in the title of the page or in your profile.
- Team or Individual Logo DRE Compliant
- Each Office is Independently Owned and Operated

### **Website**

- Agent Name (including surname) or DRE Compliant Team Name (approved by Joanne Madlung)
- Agent DRE# (lead agent DRE# for team) on home page
- For Teams – All Team Members Listed with agent DRE# for licensed members
- Approved KW Logo (can be generic KW logo or MC specific) OR Prominently say Keller Williams Realty on page
- Team or Individual Logo DRE Compliant
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### **Email Signatures:**

- Agent Name (including surname)
- Team Name DRE Compliant – must be approved by contract manager Joanne Madlung
- Agent DRE#
- Approved KW Logo (can be generic KW logo or MC specific)
- Each Office is Independently Owned and Operated

### **Print Materials (business cards, post cards, flyers, mailers, etc)**

- Agent Name (including surname) or DRE Compliant Team Name (approved by Joanne Madlung)
- Agent DRE# (lead agent DRE# for team)
- Approved KW Logo (can be generic KW logo or MC specific)
- Team or Individual Logo DRE Compliant
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- Each Office is Independently Owned and Operated