

1301:5-1-21 **Team advertising.**

~~(A) For purposes of this rule:~~

~~(1) “team” includes any group of two or more associated real estate licensees affiliated with the same broker or brokerage and/or other non-licensed professionals, such as administrative assistants and other professionals specializing in real estate related fields that advertise together and that group is not licensed pursuant to Chapter 4735. of the Revised Code.~~

(A) For purposes of this rule, "team" includes any group of two or more associated real estate licensees affiliated with the same brokerage and any other non-licensed professionals, such as administrative assistants and other professionals specializing in real estate related fields who advertise together in a group with a group name and that name is not licensed pursuant to Chapter 4735. of the Revised Code.

(B) Any licensee ~~that~~who advertises as being part of a team shall:

(1) Include in the advertisement the name as prescribed in rule 1301:5-1-02 of the Administrative Code of at least one of the licensees, ~~as it appears on the license.~~ The licensee is not required to include in the advertisement the names of every member of the team;

(2) Include in the advertisement the name of the ~~broker or~~ brokerage under whom the licensee is licensed and displayed in equal or greater prominence with the team name and with the name of the salesperson in the advertisement;

(3) Identify as ~~non-licensed~~unlicensed any unlicensed team member whose name is included in such advertising;

(4) Include the term “group” or “team” in the team name;

(5) Not use the terms “realty” or “associates” in the team name.

(C) Provided the requirements of paragraph (A) of this rule are met, photographs of members may be included in the advertisement without disclosure of the names of all of the members in the photograph;

(D) Failure to advertise as provided herein shall be prima facie evidence of a violation of division (A)(21) of section 4735.18 of the Revised Code.

Effective:

Five Year Review (FYR) Dates:

Certification

Date

Promulgated Under: 119.03

Statutory Authority:

Rule Amplifies: