

Ruidoso/Lincoln County Association of REALTORS®

Advertising Checklist



Name of Licensee *RLCAR MLS Rules, Participation*

Does the advertisement include the full name of the real estate licensee?

☐

YES

☐

NO



Brokerage Name *NMSA 16.61.32.8.B-C*

Is the complete trade name, as registered with the commission, of the brokerage with which you are affiliated included (not solely a logo or abbreviation)?

☐

YES

☐

NO



Brokerage Telephone Number *NMSA 16.61.32.8.B-C*

Is the telephone number, as registered with the commission, of the brokerage included? Additional telephone numbers may be used in such advertising.

☐

YES

☐

NO



Brokerage Name/Phone Type Size *NMSA 16.61.32.8.C*

Is the brokerage trade name and telephone number prominently displayed in a type size not less than 33% of the type size of your name or team name?

☐

YES

☐

NO



Authority to Advertise *NAR Code of Ethics, 12-4*

Do you have written authorization of the owner and/or Listing Broker to advertise the property?

☐

YES

☐

NO



Broker Owned Properties *NMSA 16.61.32.8.D-E*

Do you own or partially own a property? Does the advertisement indicate the property is broker owned? Do you have this on your sign?

☐

YES

☐

NO



True & Factual *NMSA 16.61.32.8.A, NAR Code of Ethics, Article 12*

Is the content a true and factual representation of the property or real estate services being provided? Does this advertisement confuse or mislead the public?

☐

YES

☐

NO



Sold Property *NAR Code of Ethics, 12-7*

If advertising sold properties, did you participate in the sale of the property as the listing broker or selling broker?

☐

YES

☐

NO



Designations *NAR Code of Ethics, 12-13, RLCAR MLS Rules 4.2*

Are you entitled to use any and all designations contained in the advertising?

☐

YES

☐

NO

NOTE: These are sample questions and do not contain every possible advertising requirement or scenario.