

Advertising

Advertising your name or your brand is encouraged. As an advantage of being part of a boutique office, building your brand is a perk!

Of course, there are always rules & regs. The following will outline what is allowable under the Michigan Occupational Code, the MLS, and our own office policies and procedures.

Michigan Occupational Code Section 2512e – Advertisement

All advertising, including brand, listings, or marketing materials must include the office name (our logo has the name on it, so that is sufficient) and the office telephone number or address. Nedeau Real Estate is an official assumed name or d/b/a of J. Nedeau Realtor, Inc., which can be used in advertising.

Your name or team must be in an equal or smaller type size than the broker's name. This applies to names only. Your personal phone number may be larger and more prominent than the business number or address.

These are the most common rules you will need to follow under Michigan license Law. There are other applicable rules of advertising for specific situations. You may review these rules in the Occupational Code under section 2512e.

There is an exhibit from MI Realtors in the resource section that has visual examples of acceptable ways to advertise your name or team with the broker information.

Fair Housing

Under the Civil Rights Act and the Fair Housing Act, discriminatory advertising and marketing is prohibited. Discriminatory advertising is any statement, sign, or advertisement that indicates a preference, limitation, or discrimination against a protected class. Please see the Fair Housing training module for more information on discrimination and protected classes.

The Equal Housing Opportunity Logo or slogan should be used in some advertising. Logos can be downloaded here:

<https://www.hud.gov/library/bookshelf11/hudgraphics>



Guidelines for when to use the logo vs the slogan, as well as the full fair Housing Advertising policy can be reviewed here.

<https://www.hud.gov/sites/dfiles/FHEO/documents/BBE%20Part%20109%20Fair%20Housing%20Advertising.pdf>

NOTE Michigan law adds age and marital status to the Federal Act and age and weight regarding employment.

MLS Advertising Rules

The MLS policy refers to use of branding on photos in the MLS, Drone Photography, and social media advertising.

Photos, videos, and aerial media portrayed in the MLS may be branded or watermarked with agent name or team name only. No text, advertising gimmicks, logos, or agent photos may be used. The branding cannot exceed 8% of the total surface area of the picture. The WMLAR staff has the discretion to determine compliance.

No yard signs may be visible in the pictures of the home.

Drone videos or photography may be used as long as the listing agent can prove that compliance with FAA regulations have been followed. Please only use licensed drone operators in these circumstances to assure compliance is met.

Posting a listing on social media is allowable under the MLS Rules provided there is consent of the broker. Consent is given by this office!

A copy of the MLS Rules & Regulations and Policy Manual is at the office for your use. They can also be found on the WMLAR website at <https://www.wmlar.com/> under the Links Tab.

Office Advertising Guidelines

We encourage advertising of you, your brand and or your team and corresponding listings.

In an effort to project a recognizable and positive image, we require the use of our logo to conform to our format. The *Nedeau blue and green colors* must be consistent. You may also use the logo in black or white.



Nedeau Blue Hex Color #002164



Nedeau Green Hex color #006e2b

Acceptable Fonts for office advertising are:

Montserrat

Opens Sans

Calibri

Arial

Please review your agent handbook for all the advertising guidelines, agent costs, and more. Attached Exhibits have information from all 3 areas for your reference.

Resources

<https://www.mirealtors.com/Portals/0/Documents/Jan17web.pdf>

<https://www.wmlar.com>