82.69 ADVERTISING REQUIREMENTS.

(a) Any advertising by a licensee must clearly and conspicuously display the real estate brokerage name.

(b) If a salesperson or broker is part of a team or group within the brokerage, the licensee may include the team or group name in the advertising only under the following conditions:

(1) the inclusion of the team or group name is authorized by the primary broker of the brokerage to which the salesperson or broker is licensed; and

(2) the real estate brokerage name must be clearly and conspicuously displayed in the advertising.

History: *2010 c 384 s 77; 2014 c 199 s 26; 2019 c 30 s 1*