



# Charlotte Regional **Realtor**<sup>®</sup> Association

## **Advertising/Sponsorship Policies September, 2009**

1. General policies and operational guidelines for all advertising and sponsorships
2. Internal Internet advertising - [www.CarolinaRealtors.com](http://www.CarolinaRealtors.com)
3. External Internet advertising - [www.CarolinaHome.com](http://www.CarolinaHome.com)
4. Member publication advertising - Realtor<sup>®</sup> Reflections
5. E-mail blast advertising – e-Headlines and Broker-in-Charge News
6. Member event sponsorships
7. Housing Opportunity Foundation sponsorships

## **1. General Policies and Operational Guidelines for all Advertising and Sponsorships**

All advertising and sponsorships will follow the guidelines as set forth and approved by the Charlotte Regional Realtor<sup>®</sup> Association Board of Directors.

These guidelines apply to both external and internal Web sites, the member publications, e-mail blasts and sponsorships of member and foundation events.

For the purpose of this document, a real estate brokerage firm is defined as the entity under which associated parties list, buy, sell, exchange or invest for a principal on a commission basis without having title to the property.

- a. No advertising or sponsorship opportunity will allow for any advertising of or promotion of specific property listings for sell, exchange, investment, rent or lease, member firms or individual members with the exception of "i" below. Real estate brokerage or recruiting advertising is not allowed, though real estate brokerages may sponsor events.
- b. No advertisement or sponsorship will be accepted from any entity that directly competes with any program, publication or activity of the association, Carolina Multiple Listing Services, Inc. (CMLS), Mingle School of Real Estate, the foundation, etc.
- c. No advertisement or sponsorship will be accepted that could be perceived to diminish the value of a Realtor<sup>®</sup> or omit the Realtor<sup>®</sup> from a real estate transaction.
- d. No advertisement or sponsorship will be accepted that infers any negativity.
- e. No advertisement or sponsorship will be accepted that promotes any material, product or service deemed inappropriate, for any reason, as determined solely at the discretion of the association.
- f. The association reserves the right to allow any "approved" advertiser to buy additional advertising space available, after the deadline has passed, if all advertising spaces have not been sold at that time.
- g. No advertising will be accepted that contains any Web site links that promote or make reference to pornography, religion or politics or any other matters that may be deemed inappropriate by the association, for any and all reasons, not prohibited by law.
- h. No advertising will be accepted that contains information pertaining to, or links to, any Web site referencing For Sale By Owner (FSBOs) or any other entity that

promotes or facilitates the sale, rental, leasing, investing, exchange or any type of real estate transaction possible without the use of a Realtor®.

i. For member publications and CarolinaRealtors.com, this North Carolina Real Estate Commission (NCREC) law applies for development or project advertisements. As per NCREC, Chapter 58, Subchapter 58A Sec. A.0105 Advertising: Blind Ads: "A licensee shall not advertise the sale, purchase, exchange, rent or lease of real estate, for another or others, in a manner indicating the offer to sell, purchase, exchange, rent, or lease is being made by the licensee's principal only. Every advertisement shall conspicuously indicate that it is the advertisement of a broker or brokerage firm and shall not be confined to publication of only a post office box number, telephone number, or street address." Therefore, when advertising for a principal, a member firm must use its firm logo/name but the logo must be substantially smaller in relation to the ad for the principal.

j. The word "advertisement," in not less than seven-point type, must be contained at the top of all advertisements that carry no signature or simulate editorial material.

k. Advertisers/sponsors shall comply with all applicable state and federal laws, rules and regulations. All ads shall contain accurate claims and representations. All ads shall fully state factual material and shall not misrepresent facts or create misleading impressions. Advertising shall comply with the Federal Trade Commission's truth-in-advertising rules; i.e., advertising must be truthful and non-deceptive and advertisers must have evidence to back up their claims.

l. Advertisers and sponsors shall assume liability for all content, including text, representations and illustrations of advertisements, printed collaterals and sponsorship materials. Advertisers and sponsors shall also assume responsibility for any claims arising from any and all content of the advertisement.

m. Each url link provided by a potential advertiser will be checked to verify that it is not flawed technically and the content will be reviewed to verify it is appropriate and acceptable.

n. There will be no guarantee of the number of clicks made on a single ad's hyperlink. Each ad will be allowed only one hyperlink destination. Hyperlinks will open a new browser window.

o. There will be no guarantee that Web sites will be operable at all times. Possible downtime must be accepted when caused by outages, scheduled maintenance or events beyond the association's control such as fires, floods or natural disasters.

p. “Realtor®” is a federally registered collective membership mark that identifies a real estate professional who is a member of the National Association of Realtors® and subscribes to its strict Code of Ethics. When used, the word Realtor® must include its federally registered collective membership mark with each and every use. All advertising and print material must comply with the use of the term Realtor®.

q. The association, at its sole discretion, can and will interpret and enforce all guidelines for advertising and sponsorships. Furthermore, the association reserves the right to change any guideline, at the direction of the association Board of Directors, at any time, for any reason, with or without notice to the advertiser or sponsor.

r. The association, at its sole discretion, reserves the right to reject or to cancel any advertisement or sponsorship at any time, for any reason, with or without notice to the advertiser or sponsor.

s. The overall management of advertising and sponsorships shall be conducted under the supervision of the association CEO and the day-to-day operations shall be carried out by the association staff, reporting to the CEO.

t. The association Publication and Communications Advisory Board shall provide guidance and recommendations to the association staff regarding advertising and sponsorship issues. The advisory board only has the authority to recommend policy, not the authority to establish policy, which rests solely with association Board of Directors.

u. A logo used in an advertisement may, by default, carry the name of a member firm even if the business of the firm extends beyond brokerage. In any case, the advertising message must be clear about what is being advertised and in no other way insinuate or mention brokerage. (e.g., ABC Realty, Inc.’s business is brokerage, appraising and property management. Because ABC Realty, Inc. also conducts some brokerage as defined in these policies, ABC Realty Inc.’s logo may be used in the ad, but the text in the ad must make it clear that it is the non-real estate brokerage business being advertised, such as appraisal, property management or home repair.)

## **2. Internal Internet Advertising**

### **CarolinaRealtors.com**

#### **Advertising Allowed**

- Affiliate Members
- Businesses appropriate to the real estate industry, any service of a member firm other than real estate brokerage Builders, developers

#### **Advertising Not Allowed**

- Any individual real estate agent or real estate brokerage (including the association/ CMLS members and member firms), firm-recruitment ads, firm listings (for sale, rental, leasing, investing, exchange).
  - Retail financial institutions advertising real estate or real estate services
  - For-sale-by-owner properties
  - Entities that compete with programs, publications or activities of the association, CMLS, Mingle School of Real Estate, the foundation, etc.
- NOTE: Each ad will be allowed only one hyperlink destination. Hyperlinked Web sites will be opened in a new browser Window.

### **3. External Internet Advertising**

#### **CarolinaHome.com**

##### **Advertising Allowed**

- Businesses/corporations, any service of a member firm other than brokerage services (e.g., mortgage)
- The association Affiliate Member company products and/or services (e.g., home inspectors, pest inspectors)

##### **Advertising Not Allowed**

- Any individual real estate agent or real estate brokerage firm (including the association/ CMLS members and member firms), firm-recruitment ads, firm listings (for sale, rent, lease, investment, exchange)
- Nonmember retail financial institutions advertising real estate or real estate services (e.g., ABC Title may not advertise but XYZ member firm's title company can advertise)
- Any builder, developer, community or development
- For-sale-by-owner properties
- Entities that compete with programs, publications or activities of the association, CMLS, Mingle School of Real Estate, the foundation, etc.

NOTES: Advertisements of a company cannot carry or reflect any marketing or branding information if its parent entity is brokerage, unless XYZ member brokerage firm company is a part of the legal name of the company's service being advertised.

Each ad will be allowed only one hyperlink destination. Hyperlinked Web sites will be opened in a new browser Window.

### **4. Member Publication**

#### **Realtor<sup>®</sup> Reflections**

##### **Advertising Allowed**

- Affiliate Members, excluding any brokerage services
- Businesses appropriate to the real estate industry and only member firms' service companies other than the brokerage service

## **Advertising Not Allowed**

- Any individual real estate agent or firm (including the association/ CMLS members and member firms), member firm-recruitment ads, firm listings (for sale, lease, investing, exchange or rent)

*Please refer to General Policies and Operational Guidelines for all advertising and sponsorships Section i in this document, which is stated below. (For member publications and carolinarealtors.com this NCREC law applies for development or project advertisements.)* **As per NCREC**, Chapter 58, Subchapter 58A Sec. A.0105 Advertising: Blind Ads: "A licensee shall not advertise the sale, purchase, exchange, rent or lease of real estate, for another or others, in a manner indicating the offer to sell, purchase, exchange, rent, or lease is being made by the licensee's principal only. Every advertisement shall conspicuously indicate that it is the advertisement of a broker or brokerage firm and shall not be confined to publication of only a post office box number, telephone number, or street address."

- Retail financial institutions advertising real estate or real estate services
- For-sale-by-owner properties
- Entities that compete with programs, publications or activities of the association, CMLS, Mingle School of Real Estate, the foundation, etc.

## **5. E-mail Blasts**

### **e-Headlines and Broker-in-Charge News**

- No advertising on the e-mail blasts.

## **6. Member Events (excluding Foundation Events)**

### **Sponsorships Allowed**

- Businesses/corporations; builders, developers, communities or developments
- Affiliate members, excluding any brokerage services
- Only member firms' service companies other than brokerage

### **Sponsorships Not Allowed**

- Any individual real estate agent or real estate brokerage firm (including the association/ CMLS members and member firms), member firm-recruiting, firm listings (for sale, lease, investing, exchange or rent)
- Retail financial institutions offering real estate brokerage services
- For-sale-by-owner properties
- Entities that compete with programs, publications or activities the association, CMLS, Mingle School of Real Estate, the foundation, etc.

## **7. Housing Opportunity Foundation Events**

### **Sponsorships Allowed**

- Any individual real estate agent or real estate firm (including the association/CMLS members and member firms)
- Association Affiliate Member's company products and/or services (e.g., home inspectors, pest inspectors, etc.)
- Businesses/corporations, builders, developers, communities or developments; or member firms' service companies (e.g., mortgage division, etc.)

- Retail financial institutions offering real estate or real estate services

**SPECIAL NOTES**

- Sponsorships will be noted by name and the name-font size will be based on level of sponsorship. A sponsor logo will be used only when appropriate, based on tier levels of sponsorship.
- No Realtor<sup>®</sup> member firm or firms' service company will be allowed to be a title or signature sponsor.

**Sponsorships Not Allowed**

- For-sale-by-owner properties
- Entities that compete with programs, publications or activities of the association, CMLS, Mingle School of Real Estate, the foundation, Realtor<sup>®</sup> Store, or any other body of the association.



# Charlotte Regional Realtor® Association

## ADVERTISING/SPONSORSHIP CONTRACT

Date: \_\_\_\_\_

**Name of Business:** \_\_\_\_\_

Circle appropriate description of advertisers/sponsors business:

Builder

Developer

Member Firm's Service

Member Firm

Member

Affiliate Member

Retail Financial Institution

Other \_\_\_\_\_

**If the proposed advertiser/sponsor is not a member or a member firm of the association, does a member or member firm hold any ownership with the advertiser/sponsor? Yes No**

If yes, please indicate ownership relationship.

\_\_\_\_\_

Mailing Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

Contact: \_\_\_\_\_ Title: \_\_\_\_\_

Phone: \_\_\_\_\_ Fax: \_\_\_\_\_

E-Mail: \_\_\_\_\_



This contract is an agreement to the following: (Please complete where appropriate.)

**MEMBER PUBLICATION (REALTOR® REFLECTIONS) ADVERTISING:**

Frequency \_\_\_\_\_ Rotation \_\_\_\_\_  
Start/end Issue \_\_\_\_\_ Size and Specs \_\_\_\_\_  
Cost Per Issue \_\_\_\_\_  
Total \_\_\_\_\_ Position \_\_\_\_\_

**ORIENTATION SPONSORSHIP:**

Dates \_\_\_\_\_ Cost Per Class \_\_\_\_\_  
Total \_\_\_\_\_ Comments \_\_\_\_\_

**SPEAKER SERIES/BROKER BRIEFINGS:**

Event \_\_\_\_\_ Date \_\_\_\_\_  
Cost \_\_\_\_\_ Comments \_\_\_\_\_

**EXTERNAL INTERNET ADVERTISING:**

Each ad will be allowed only one hyperlink destination. Hyperlinks will open a new browser window  
Date \_\_\_\_\_ Type of Advertiser \_\_\_\_\_  
Cost \_\_\_\_\_ Comments \_\_\_\_\_

**INTERNAL INTERNET ADVERTISING:**

Each ad will be allowed only one hyperlink destination. Hyperlinks will open a new browser window.  
Date \_\_\_\_\_ Type of Advertiser \_\_\_\_\_  
Cost \_\_\_\_\_ Comments \_\_\_\_\_

**MEMBER EVENT SPONSORSHIP:**

Event \_\_\_\_\_ Type of Sponsor \_\_\_\_\_  
Cost \_\_\_\_\_ Comments \_\_\_\_\_

**HOUSING OPPORTUNITY FOUNDATION EVENT SPONSORSHIP:**

Event \_\_\_\_\_ Type of Sponsor \_\_\_\_\_  
Cost \_\_\_\_\_ Comments \_\_\_\_\_

TOTAL \_\_\_\_\_ (all rates are net.)

All advertisers and sponsors must comply with the policies put in place by the Charlotte Regional Realtor® Association Board of Directors as well as the General Policies and Operational Guidelines for all advertising and sponsorships (see attached).

Unfulfilled advertising contracts will be short-rated to the earned rate. Any cancellations made after the deadline of the publication will be charged full price. Advertiser agrees to provide materials to the publication within the specified deadlines. If new materials are not provided or instructions for pickup are not made, the member publication will pick up the previous month's advertisement.

All invoices must be paid in full within fifteen (15) days following receipt.

Advertiser/sponsor agrees to hold the association, its affiliated entities, officers, directors and members harmless from and against any and all liability, costs, expense or damage that may arise out of or result from any misrepresentation, initial or otherwise, contained in the advertising or any violation of any law resulting from the advertising. Advertiser/sponsor acknowledges that the form and content of the advertising or sponsorship was provided by it to the association and the association disclaims any responsibility for the form or content. Advertiser/sponsor acknowledges that it has read and understands the terms of this contract.

For further information refer to the Advertising and Sponsorship Policies attached.

Date \_\_\_\_\_

Advertiser/Sponsor Company \_\_\_\_\_

Representative \_\_\_\_\_

Date \_\_\_\_\_

Charlotte Regional Realtor® Association

Representative \_\_\_\_\_