



Charlotte Regional **Realtor**® Association

Advertising/Sponsorship Policies and Guidelines*

Updated July 23, 2015

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*These Policies and Guidelines govern all advertising and sponsorships with the Charlotte Regional Realtor® Association, Inc. and all of its affiliated entities (collectively, "Association")

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[®] Association (Association) Board of Directors.

These policies and guidelines (the "Policies") apply to the CarolinaHome.com, CarolinaRealtors.com, MingleSchool.com and RealtorsCareDay.com websites, member publications and email blasts, as well as sponsorships of member and Association events, education, programs and classes.

The organizations affiliated with the Association include the Charlotte Regional Realtor[®] Association Housing Opportunity Foundation (the "Foundation"), Mingle School of Real Estate (the "Mingle School") and Carolina Multiple Listing Services, Inc. ("CarolinaMLS"). These Policies apply to all advertising and sponsorships with any and all of such organizations.

For the purpose of these Policies, 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.

Advertising is any advertisement, signage, label, packaging, imprint, logo, sales promotion activity or device, public relations material or events, merchandising or other activity or communication that has the purpose of promoting a non-Association product, service, event, organization, class or special activity.

Sponsorship is the financial support of an Association event, program, class or special activity to the extent that the sponsoring person or organization provides or pays for advertising, promotion, materials, awards and/or other items or services of value associated with such sponsorship.

Builders and developers who are members of the Association or represented by a member of the Association may advertise to the Association membership. Non-member builders and developers will not be able to advertise to the Association membership.

All Advertisers/Sponsors agree to comply with the Association Alcohol Policy, which provides, in part, that at Association events where alcohol is served, a maximum of two complimentary drink tickets may be provided to each member and guest.

Prohibited Advertisements/Sponsorships

(a) The advertisement or promotion of specific properties for sale, exchange, investment, rent or lease, of member firms, or of individual members will not be accepted.

(b) Real estate brokerage advertising and real estate brokerage recruitment advertising is strictly prohibited; though real estate brokerages may sponsor certain Association events, and/or pursue brokerage recruitment through Mingle School.

(c) Advertisements or sponsorships from any entity in competition with any program, publication, activity, material, product or service of the Association will not be accepted.

(d) Advertisements or sponsorships that could be perceived to diminish the value of a Realtor[®] or that promote the exclusion of the Realtor[®] from a real estate transaction will not be accepted. Advertisements or sponsorships that promote or facilitate, or that contain links to websites that promote or facilitate, the completion of any real estate transaction without the use of a Realtor[®] will not be accepted.

(e) Advertisements or sponsorships that promote materials, products or services deemed by the Association, in its sole discretion, as inappropriate for any reason will not be accepted.

(f) Advertisements that contain a link to any website that makes reference to or promotes pornography, religious or partisan political causes or any other matters that may be deemed offensive, vulgar, obscene or inappropriate by the Association, in its sole discretion, or that are prohibited by law, will not be accepted.

(g) Advertisements that pertain to or provide links to any website that references "For Sale By Owner" properties will not be accepted.

DISCLAIMER AND LIMITATION OF LIABILITY

(a) Advertisers/Sponsors shall comply with all applicable state and federal laws, rules and regulations including, but not limited to, all truth-in-advertising laws, which state that advertisements must be truthful and non-deceptive.

- Advertisements must include accurate, factual information.
- Advertisements that include false or misleading information or factual misrepresentations will not be accepted.

(b) The following applies for residential housing (condos and single-family homes), development or project advertisements:

- **As per NCREC**, Chapter 58, Subchapter 58A Sec. A.0105 Advertising: Blind Ads: "A broker shall not advertise the sale, purchase, exchange, rent or lease of real estate for others in a manner indicating the offer to sell, purchase, exchange, rent, or lease is being made by the broker's principal only. Every such 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, street address, internet web address, or email address."

(c) The Association does not have a duty to monitor or ensure that any link to any website contained in an advertisement is functional. However, the Association may review the content of any website contained in an advertisement to determine whether the advertisement complies with these Policies.

(d) Advertisers and Sponsors assume full liability for all content submitted to the Association or any of its affiliated entities, including but not limited to text, representations and illustrations of advertisements, printed collateral and sponsorship materials.

(e) Advertisers and Sponsors release the Association and its affiliated entities, officers, directors, employees, agents and members from any and all liability related to any and all damages, injuries, losses, claims, actions, charges, fees and lawsuits resulting or arising from any advertisement and/or sponsorship with the Association.

(f) The Association, in its sole discretion, reserves the right to reject or cancel any advertisement or sponsorship at any time, for any reason, with or without notice to the Advertiser or Sponsor.

WEBSITE HYPERLINKS IN ADVERTISEMENTS

(a) All hyperlinks will open a new browser window.

(b) The Association makes no guarantee of the number of clicks made on any advertisement's hyperlink.

MISCELLANEOUS

(a) "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 Code of Ethics. When used, the first "R" in the word Realtor[®] must be capitalized and the federally registered collective membership mark must follow the word with each and every use.

(b) The Association will interpret and enforce these Policies. Furthermore, the Association reserves the right to change any Policy or Guideline, at any time, for any reason, without notice to the Advertiser or Sponsor.

(c) The Association reserves the right to allow any approved Advertiser to buy additional advertising/sponsorship space available, after the deadline has passed, if all advertising/sponsorship spaces have not been sold at that time.

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

(e) The Association's Communications Advisory Group shall provide guidance and recommendations to Association staff regarding advertising and sponsorship issues. The Advisory Group has the authority to recommend policy, not the authority to establish policy, which authority rests with the Association Board of Directors.

(f) A logo used in an advertisement or in connection with an event sponsorship may, by default, carry the name of a member firm if the business of the firm extends beyond real estate brokerage. In any case, the advertising message must be clear about what is being advertised and in no way suggest or mention real estate brokerage services as defined in above.

- Example: ABC Realty, Inc.'s business is real estate brokerage, appraising and property management. Because ABC Realty, Inc. also conducts some real estate brokerage as defined in these Policies, ABC Realty Inc.'s logo may be used in the advertisement, but the text in the advertisement must make it clear that it is the non-real estate brokerage business being advertised, such as appraisal or property management.

2. Internet Advertising on CarolinaRealtors.com and New Home Connection

(a) Advertising Allowed

- Affiliate Members
- Businesses appropriate to the real estate industry and any service of a member firm other than real estate brokerage.
- Officially recognized/slotted state or national-level Association candidates as part of their election campaigns (Note: candidates for local Association elections are under Election and Campaign rules).
- Retail financial institutions

(b) The Association makes no guarantee that any website, including Association-related websites, will be operable at all times or at any particular time. 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.

(c) While every effort will be made by the Association to adhere to schedules for website updates, the Association reserves the right to delay schedules on an as-needed basis, and will fulfill agreements as soon as possible.

SPECIAL NOTE

The Association reserves the right to fill open ad space with content of its choosing.

3. Internet advertising on CarolinaHome.com

(a) Advertising Not Allowed

- Any business or service that promotes the exclusion of the Realtor® from a real estate transaction as per these policies.
- Any developer, builder, new-construction development, community or auction service.
- Real estate brokerages and brokers (however, any service of a member firm other than real estate brokerage is permitted to advertise).

(b) The Association makes no guarantee that any website, including Association-related websites, will be operable at all times or at any particular time. 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.

(c) While every effort will be made by the Association to adhere to schedules for website updates, the Association reserves the right to delay schedules on an as-needed basis, and will fulfill agreements as soon as possible.

SPECIAL NOTE

The Association reserves the right to fill open ad space with content of its choosing.

4. Email Blasts

- No advertising is permitted on the e-Headlines and Mingle Message email blasts.
- Advertising is permitted in the Affiliate Hot Sheet email blast.
- The Association makes no guarantee that any email blast will go out as scheduled. 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.

- While every effort will be made by the Association to adhere to schedules for email blasts, the Association reserves the right to delay schedules on an as-needed basis, and will fulfill agreements as soon as possible.

5. Member Events (excluding Foundation Events)

Sponsorships Allowed

- Businesses/corporations, builders, developers, communities or developments.
- Association Affiliate Member's company products and/or services (e.g., home inspectors, pest inspectors, etc.).
- Member firms' service companies other than brokerage.
- Officially recognized/slotted state- or national-level Association candidates as part of their election campaigns (Note: candidates for local Association elections are under Election and Campaign rules).

6. Housing Opportunity Foundation Events

Sponsorships Allowed

- Association 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.
- Officially recognized/slotted state or national-level Association candidates as part of their election campaigns.

SPECIAL NOTES

- Sponsorships will be noted by name and the font size will be based on level of sponsorship. A Sponsor logo will be used only when appropriate, based on level of sponsorship.
- No Realtor[®] member firm or firms' service company will be allowed to be a title or signature Sponsor.



Charlotte Regional Realtor[®] Association

ADVERTISING/SPONSORSHIP CONTRACT

Date: _____

Name of Advertiser/Sponsor: _____ (“Advertiser/Sponsor”)

Check all appropriate descriptions of advertiser’s/sponsor’s business:

- | | |
|---|---|
| <input type="checkbox"/> Builder | <input type="checkbox"/> Developer |
| <input type="checkbox"/> Member Firm’s Service | <input type="checkbox"/> Member Firm |
| <input type="checkbox"/> Member/Subscriber | <input type="checkbox"/> Affiliate Member |
| <input type="checkbox"/> Retail Financial Institution | |
| <input type="checkbox"/> Other _____ | |

If the proposed Advertiser/Sponsor is not a Member or a Member Firm of the Association, does a Member or Member Firm, Member Participant or Subscriber hold any ownership in the Advertiser/Sponsor? Yes No

If yes, please explain ownership relationship.

Mailing Address: _____

City: _____ State: _____ ZIP: _____

Contact: _____ Title: _____

Phone: _____ Fax: _____

Email: _____

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

ASSOCIATION ORIENTATION SPONSORSHIP:

Date(s) _____ Cost Per Class _____

Cost _____ Comments _____

CONTINUING EDUCATION OR PROFESSIONAL DEVELOPMENT SPONSORSHIP:

Date(s) _____ Cost Per Class _____

Cost _____ Comments _____

REALTOR® HOT TOPICS/BROKER-IN-CHARGE BRIEFING SPONSORSHIP:

Event _____ Date _____

Cost _____ Comments _____

CAROLINAREALTORS.COM/NEW HOME CONNECTION ADVERTISING:

Hyperlinks will open a new browser window.

Date _____ Type of Advertiser _____

Cost _____ Comments _____

CAROLINAHOME.COM ADVERTISING

Hyperlinks will open a new browser window.

Date _____ Type of Advertiser _____

Cost _____ Comments _____

EMAIL BLAST ADVERTISING:

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.)

Advertiser/Sponsor must comply, at all times (past, present and future), with the Advertising/Sponsorship Policies and Guidelines (the "Policies") of the Charlotte Regional Realtor® Association, Inc. ("Association"), as such may change or be amended, from time to time, without notice to Advertiser/Sponsor.

Unfulfilled advertising contracts will be short-rated to the earned rate. Any cancellations made after the deadline of the publication or advertising will be charged full price. Advertiser/Sponsor agrees to provide materials to the Association within the specified deadlines. If new materials are not provided the Association will use the previously used 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, employees, agents and members harmless from and against any and all liability, costs, expense or damage that may arise out of or result from any misrepresentation, intentional 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 all form and content. Advertiser/Sponsor acknowledges that it has read and understands the terms of this Contract. Advertiser/Sponsor also acknowledges that the Policies may change, without notice, from time to time and at any time and that such Policies, when amended, shall immediately apply and be binding upon Advertiser/Sponsor. Advertiser/Sponsor also agrees to comply with the Association Alcohol Policy (<http://apps.carolinarealtors.com/files/Alcohol%20Policy.pdf>), which provides, in part, that at Association events where alcohol is served, a **maximum of two complimentary drink tickets** may be provided to each member and guest.

Advertiser/Sponsor shall comply with all applicable state and federal laws, rules and regulations including, but not limited to, all truth-in-advertising laws, which state that advertisements must be truthful and non-deceptive.

- Advertisements must include accurate, factual information.
- Advertisements that include false or misleading information or factual misrepresentations will not be accepted.

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The Association does not have a duty to monitor or ensure that a link to any website contained in an advertisement is functional. However, the Association may review the content of any website contained in an advertisement to determine whether the advertisement complies with these Policies.

Advertiser/Sponsor assumes full liability for all content submitted to the Association or any of its affiliated entities, including but not limited to text, representations and illustrations of advertisements, printed collateral and sponsorship materials, and releases the Association and its affiliated entities, officers, directors, employees, agents and Members from any and all liability related to any and all damages, injuries, losses, claims, actions, charges, fees, and lawsuits resulting or arising from any advertisement and/or sponsorship with the Association.

The Association, at its sole discretion, reserves the right to reject or cancel any advertisement or sponsorship at any time, for any reason, with or without notice to Advertiser/Sponsor.

For further information, refer to the Advertising/Sponsorship Policies and Guidelines attached and incorporated herein, as such may change from time to time. A current copy of the Advertising/Sponsorships Policies and Guidelines may always be found at http://apps.carolinarealtors.com/files/Advertising_Sponsorship_Policies.pdf.

Advertiser/Sponsor Company Representative _____

Date _____

Charlotte Regional Realtor® Association Representative _____

Date _____

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