

Charlotte Regional Realtor® Association

Advertising/Sponsorship Policies July, 2009

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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 Board of Directors.

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

- a. No advertising or sponsorship opportunity will allow for any advertising of or promotion of specific property listings, member firms or individual members with the exception of "i" below. (Member firms and individual members may sponsor foundation events; please see "Housing Opportunity Foundation Events.") No advertising or sponsorship opportunity will allow for any recruiting or political campaigning.
- b. No advertisement or sponsorship will be accepted from any entity that directly competes with any program, publication or activity of Charlotte Regional Realtor® Association, Carolina Multiple Listing Services, Inc., Mingle School of Real Estate, Charlotte Regional Realtor® Association Housing Opportunity Foundation, etc.
- c. No advertisement or sponsorship will be accepted that could be perceived to diminish the value of a Realtor® or omit the Realtor® from a real estate transaction.
- d. No advertisement or sponsorship will be accepted that infers any negativity regarding any particular firm or member.
- 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 Charlotte Regional Realtor® Association.
- f. Charlotte Regional Realtor® 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 Charlotte Regional Realtor® 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, or any type of 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."

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

r. Charlotte Regional Realtor® 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 Charlotte Regional Realtor® Association CEO and the day-to-day operations shall be carried out by Charlotte Regional Realtor® Association staff, reporting to the CEO.

t. The Charlotte Regional Realtor® Association Publication and Communications Advisory Board shall provide guidance and recommendations to Charlotte Regional Realtor® 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 the Charlotte Regional Realtor® Association Board of Directors.

2. Internal Internet Advertising

CarolinaRealtors.com

Advertising Allowed

- Affiliate Members
- Businesses appropriate to the real estate industry, member firm’s ancillary-service companies, builders, developers.
- Member firms’ ancillary-service companies

Advertising Not Allowed

- Any individual real estate agent or firm (including Charlotte Regional Realtor® Association/Carolina Multiple Listing Services, Inc. members and member firms), firm-recruitment ads, firm listings (for sale or rent),
- Retail financial institutions advertising real estate or real estate services
- For-sale-by-owner properties
- Entities that compete with programs, publications or activities of Charlotte Regional Realtor® Association, Carolina Multiple Listing Services, Inc.,

Mingle School of Real Estate, Charlotte Regional Realtor® Association
Housing Opportunity 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; member firm's ancillary-service companies (e.g., mortgage)
- Charlotte Regional Realtor® Association Affiliate Member company products and/or services (e.g., home inspectors, pest inspectors)
- Member firms' ancillary-service companies

Advertising Not Allowed

- Any individual real estate agent or firm (including Charlotte Regional Realtor® Association/Carolina Multiple Listing Services, Inc. members and member firms), firm-recruitment ads, firm listings (for sale or rent)
- Retail financial institutions advertising real estate or real estate services (e.g., ABC Title may not advertise but XYZ member firm title company can advertise)
- Any builder, developer, community or development
- For-sale-by-owner properties
- Entities that compete with programs, publications or activities of Charlotte Regional Realtor® Association, Carolina Multiple Listing Services, Inc., Mingle School of Real Estate, Charlotte Regional Realtor® Association Housing Opportunity Foundation, etc.

NOTES: Advertisements of an ancillary company cannot carry or reflect any marketing or branding information of its parent entity, unless XYZ member firm company is a part of the legal name of the ancillary company.

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

4. Member Publication

Realtor® Reflections

Advertising Allowed

- Affiliate Members
- Businesses appropriate to the real estate industry and member firms' ancillary-service companies
- Member firms' ancillary-service companies

Advertising Not Allowed

- Any individual real estate agent or firm (including Charlotte Regional Realtor® Association/Carolina Multiple Listing Services, Inc. members and member firms), firm-recruitment ads, firm listings (for sale 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 Charlotte Regional Realtor® Association, Carolina Multiple Listing Services, Inc., Mingle School of Real Estate, Charlotte Regional Realtor® Association Housing Opportunity 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
- Charlotte Regional Realtor® Association Affiliate Member company products and/or services (e.g., home inspectors, pest inspectors)

Sponsorships Not Allowed

- Any individual real estate agent or firm (including Charlotte Regional Realtor® Association/Carolina Multiple Listing Services, Inc. members and member firms), firm-recruitment ads, firm listings (for sale or rent), or member firms' ancillary-service companies (e.g., mortgage)
- Retail financial institutions offering real estate or real estate services
- For-sale-by-owner properties
- Entities that compete with programs, publications or activities of Charlotte Regional Realtor® Association, Carolina Multiple Listing Services, Inc. Mingle School of Real Estate, Charlotte Regional Realtor® Association Housing Opportunity Foundation, etc.

7. Housing Opportunity Foundation Events - TBD



ADVERTISING/SPONSORSHIP CONTRACT

Date:_____

Name of Business:_____

Circle appropriate description of advertisers/sponsors business:

Builder Developer Firm's Ancillary Service Member Firm

Member Affiliate Member Retail Financial Institution

Other _____

If the proposed advertiser/sponsor is not a member or a member firm, is the advertiser or sponsor owned by any member or member firm?

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_____

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 Charlotte Regional Realtor® 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 Charlotte Regional Realtor® Association and Charlotte Regional Realtor® 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 _____