

# Addendum O

## Marketing Policy for Keller William Integrity First



Equal Rights Logo



Realtor Logo & MLS Logo



**Disclaimers:** Each Keller Williams Realty office is independently owned and operated

**\*\*Please refer to Keller Williams Reference Guide located on the Shared "J" Drive, or KW.com under Marketing/logos & on the MC208 intranet.\*\***

There are many laws and commissioners rules regarding conduct of business for all real estate agents in the State of Arizona. Most of us have heard that you must disclose that you are a licensee when purchasing or selling a home (a principal to the transaction) to the prospective consumer. Did you know that it is required to be disclosed in writing in the purchase contract? How about advertising, marketing & yard signs used by an agent for the purpose of selling or purchasing? And please don't forget the MLS, which after all is just advertising/marketing. Also included on a purchase contract as a required disclosure is the fact that you are related to the buyer or seller whichever is the case. This relationship might be sons, daughters, father, mother, grandparents, nieces and nephews or a significant other relationship must all be disclosed when you represent them including divorces. Make sure you are practicing safe selling at all times by being aware and seeking information from sources that help keep your license safe. You worked hard to get it and paid for it so protect it.

Rules for business cards – websites – car signs – yard signs:

1. Make sure to print brokerage name which in our case is Keller Williams Integrity First Realty not KW Realty or KW Commercial or KW Luxury Homes.
2. "Each office is independently owned and operated".
3. REALTOR or logo trademarks.
4. Fair housing logo.
5. Websites must have brokerage name center of screen at the top of the page in center for EVERY page that a consumer might click with all the requirements in numbers 1-4.

Always get your business cards, signs, websites and marketing approved by the Broker, Managing Broker or Ronda prior to spending your hard earned money only to discover you have forgotten one of the required elements above.

"Protecting and Promoting Your Success with Integrity"  
Jim Kellander: Designated Broker

I have read and understand the notice above.

Agent Signature

Date

04-2016