

Advertising complaint form

FOR BROKERAGE USE ONLY

Before submitting this form, please refer to Bulletin No. 5.6 to learn more about RECO's advertising complaint process for brokerages.

Step 1: Identify the brokerage submitting the complaint

Broker of Record:

Brokerage manager (if applicable):

Brokerage name:

Step 2: Identify the advertising brokerage and/or agent(s)

Name of advertising brokerage, if known:

Name(s) of agent(s) identified in the advertisement, if applicable:

Step 3: Identify the information provided with the complaint

The following items are being submitted with this brokerage advertising complaint form:

- A copy or photograph of the alleged non-compliant advertisement in its entirety.
- An explanation of the efforts made to resolve the matter with the broker of record or the brokerage manager where the advertisement originated.
- Copies of written communication between the brokerage submitting the complaint and the brokerage that is the subject of the complaint.
- Documents, information, or other items that support the advertising concerns identified in this complaint.

Step 4: Identify the advertising concerns

Please check all that apply. In Step 5, you will be asked to include a description of the advertising concerns.

Identification of brokerage

- The brokerage is not clearly and prominently identified in the advertisement.
- The brokerage's name used in the advertisement is not the same name registered with RECO.
- The term "brokerage" or "real estate brokerage" is not included in the advertisement or does not appear following the brokerage name.

Identification of real estate agent

- The name of the agent in the advertisement is not the same name registered with RECO.

The descriptor of the named person (example: salesperson, broker, etc.):

- is not included
- does not appear following the individual's name
- is not one of the permitted terms
- is not clearly displayed

Team advertising

- The team name suggests that the team is a brokerage.
- The team advertisement suggests that the team is a brokerage.
- The team advertisement does not clearly and prominently identify the employing brokerage.

PREC advertising

- The personal real estate corporation is identified, suggesting that the PREC is a brokerage.

Awards or honours are included without:

- The date of the award or honour or the timeframe it applied to;
- The basis for the award or honour; or,
- The source of the award or honour.



Statements re: business volume/trading activity are included without:

- The timeframe the statement applies to;
- The basis for the statement; or,
- The source of the relevant data or supporting evidence of the statement.

Statements re: commission savings are included without:

- The timeframe the statement applies to.
- The basis for the statement.
- The source of the relevant data or supporting evidence of the statement.

Promises or incentives are included without:

- Clearly explaining the terms and conditions.
- Disclosing any limitations or restrictions.
- Identifying who is offering the promise or incentive (agent or brokerage).
- Indicating when and how the promises or incentives will be delivered.
- Stating how a consumer can obtain information about any of the above.

Information about the promise or incentive cannot be obtained:

- from an open source;
- without contacting the advertiser;
- without entering into an agreement; or,
- without providing personal information.

Inaccurate Information

Inaccurate information is included:

- about a specific property;
- about a specific transaction; or,
- about trading in real estate.

Discrimination

- The advertisement contains information and/or visual media that may contravene the Human Rights Code.



Consent

The advertiser does not have written consent to:

- identify a property offered for sale;
- identify a sold property;
- identify terms in an agreement;
- disclose confidential information; or,
- use photographs and/or visual media.
- written consent to advertise has expired and/or is no longer applicable.

Step 5: Provide a description of the advertising concern(s)



Step 6: Declaration

By signing this form, I am declaring that I am the broker of record or brokerage manager and I am authorized to submit this complaint on behalf of the brokerage identified in Step 1.

Signature:

Date: