

Permitted terms

This bulletin explains the permitted terms that real estate agents and brokerages must use to identify themselves in advertising.

What is “advertising”?

Advertising can take countless forms and appear in many different mediums.

“Advertising” means any notice, announcement or representation directed at the public that is authorized, made by or on behalf of a brokerage or agent and that is intended to promote a brokerage or agent or the business, services, or real estate trades of a brokerage or agent in any medium including, but not limited to, print, radio, television, electronic media, or publication on the internet (including websites and social media sites). Business cards, letterhead, email signatures, or cover sheets that contain promotional statements may be considered as “advertising.”

Permitted terms

The permitted terms apply to all advertising by or on behalf of brokerages and agents.

SALESPERSON

A salesperson must be identified using one of the following descriptors:

- salesperson;
- real estate salesperson;
- sales representative;
- real estate agent;
- real estate sales representative;
- REALTOR® (limited to CREA members in good standing);
- REALTOR® salesperson (limited to CREA members in good standing); or
- the French equivalents of these terms.

BROKER

A broker, other than the broker of record, must be identified using one of the following descriptors:

- broker;
- real estate agent;
- broker real estate agent;
- real estate broker;

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- REALTOR® (limited to CREA members in good standing);
- REALTOR® broker (limited to CREA members in good standing); or
- the French equivalents of these terms.

A broker who is the broker of record for a brokerage must identify themselves as “broker of record”.

BROKERAGE

A brokerage must be identified using one of the following descriptors:

- brokerage;
- real estate brokerage; or
- the French equivalents of these terms.

The permitted terms apply to all advertising by or on behalf of brokerages and agents.

TEAMS

All agents operating in a team trade on behalf of the brokerage where they are employed. All advertising by agents who are working together in a team must comply with the same requirements as agents who are not working in a team. The permitted terms remain the same. Each salesperson, broker, and the brokerage must be properly identified.

PERSONAL REAL ESTATE CORPORATIONS (PRECS)

PRECs are **prohibited** from advertising and **must not** represent to the public in any manner, directly or indirectly, that the PREC trades in real estate. PRECs are not registered and are not permitted to trade in real estate.

Related information

Bulletin No. 5.1 Advertising requirements
Bulletin No. 5.3 Advertising online
Bulletin No. 5.4 Advertising sold properties
Bulletin No. 5.5 Advertising compliance review
Bulletin No. 5.6 Advertising complaints from brokerages