

February 2020

COMMISSION NEWS

Newsletter from the Kansas Real Estate Commission



Guide to Advertising Changes

Big changes to advertising rules in Kansas go into effect on July 1, 2020. Review the following materials to see what is changing and what stays the same. Commission staff created these tools to help licensees and the public to better understand the advertising changes.

1. A two-page guide is available on the following pages of this newsletter. This resource shows examples of advertising in compliance with **K.S.A. 58-3086** and K.A.R. 86-3-7.
2. A short video can be shared from the KREC **website**, **Facebook page**, and **Twitter account**.



Remember, all advertising must be conducted with supervising broker approval. If you are on a team, your team leader may or may not be your supervising broker. Verify a supervising broker [here](#).

Mission and Commission members

Protect the public interest, which embraces both the interests of the regulated real estate licensees and the interests of consumers who use their services and products.

Errol Wuertz, 1st District
Bryon Schlosser, Chair, 2nd District
Joseph Vaught, Vice Chair, 3rd District
Sue Wenger, 4th District
Connie O'Brien, Member at Large
Erik Wisner, Executive Director
Laura Kelly, Governor

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CHANGES TO ADVERTISING

An overview from the Kansas Real Estate Commission
of advertising rules effective July 1, 2020

WHAT IS NEW?

No affiliated licensee may include a name or team name in advertising which:

- Uses the terms "realty," "brokerage," "company," or other terms that can be construed as a separate real estate company from their supervising broker's company.
- Is more than 2x greater in font size than the supervising broker's business name or trade name.
- Is not adjacent to the supervising broker's trade name or business name in any internet, website, social media or social networking advertisement.

All advertising shall:

- Not be confusing, misleading or inaccurate
- Be conducted with supervising broker approval
- Prominently and conspicuously include the supervising broker's trade or business name
- Include any other information considered necessary by the supervising broker

WHAT HAS NOT CHANGED?

WHAT IS ADVERTISING?

Advertising means communication in any form of media between a licensee or other entity acting on behalf of one or more licensees and consumers or the public, for any purpose related to licensed real estate activity.

EXAMPLES OF ADVERTISING

DOES THIS YARD SIGN COMPLY?

Yes.

The team name does not use terms that can be construed as a separate real estate company from their supervising broker's company;

And the team name is not 2x greater in font size than the supervising broker's business name.

Sunflower Team

Ad Astra Real Estate Company

555-555-5555



DOES THIS DIGITAL AD COMPLY?

Yes.

The team name, Sunflower Team, is adjacent to the supervising broker's business name, Ad Astra Real Estate, in this social media advertisement.

WHAT ARE MY RESOURCES?

- 1 Review **K.S.A. 58-3086** and **K.A.R. 86-3-7**
- 2 Ask your supervising broker
- 3 Consult an attorney