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**2023 Calendar**

Georgia Instructor  
Training Workshop  
(GIT)  
October 16-17, 2023  
Atlanta, GA  
[Click for More Info.](#)

GREC Annual  
Schools Meeting  
Nov 30 Dec 1, 2023  
Athens, GA  
[Click for More Info  
and Registration](#)

[Link to GREC  
Disciplinary Actions](#)  
View Current  
Suspensions and  
Revocations

[To sign up to  
receive the GREC  
RENewsletter](#)  
[Click Here](#)

[Link to  
Proposed Rule  
Changes](#)

[Click Here](#)

Georgia Real Estate Infobase



## Tips on Teams or Groups of Licensees and Advertising

While the Georgia Real Estate Commission License Law, Rules and Regulations do not specifically recognize and define a “team”, there are certain areas of the Georgia License Law, Rules, and Regulations that Licensees must consider when creating and operating as teams or groups of Licensees within a brokerage Firm:

- First, creating a group or team within a brokerage Firm does not absolve the Broker of any responsibility for the actions of the group or team, nor does it relieve the Broker of the responsibility to supervise all members of the group or team. In fact, the Broker may need to adjust and add additional supervisory policies of Licensees doing business as a team or group.
- For all teams or groups, the Broker must approve all advertising.
- Advertising includes all forms of media, printed and electronic.
- All advertising must include the name of the brokerage Firm as registered with the Commission. The advertising should avoid any confusion that would mislead the public to think a group/team is another or different real estate Firm.
- When advertising a specific property, the Firm's name and telephone number shall appear in equal or greater size, prominence, and frequency than the name and telephone number of any affiliated Licensee or groups of Licensees, and the phone number must be one at which the public can reach a Broker or a manager of the Firm (not the group or team) without going through the affiliated Licensee(s) listed in the advertisement.

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### Job Opportunities at the Georgia Real Estate Commission

[Investigator](#) [Click for More Information](#)

[Information Specialist](#) [Click for More Information](#)

### September 2023 Commission Actions Taken

|  |           |
|--|-----------|
| Cases Sent to the Attorney General for Review and Disposition by Consent Order or by Hearing | 0         |
| Cease & Desist Orders Issued   | 1         |
| Citations Issued   | 11        |
| Letter of Findings Issued  | 0         |
| Consent Orders Entered Into  | 0         |
| Final Orders of Revocation of Licensure  | 0         |
| Cases Closed for Insufficient Evidence or No Apparent Violation                              | 12        |
| Licensing Cases - Applicant has a Criminal Conviction - License Issued                       | 4         |
| Licensing Cases - Applicant has a Criminal Conviction - License Denied                       | 0         |
| <b>Total</b>   | <b>28</b> |

**SUBMIT**Comments  
&  
Suggestions**Online  
Courses  
from GREC****\$10 each  
3 Hour CE  
Course  
Total of 9  
Hours CE  
Available**(Approved as  
License Law  
CE and  
approved as  
Instructor CE)**“Avoiding  
Trust  
Account  
Trouble”****“Practicing  
Real Estate &  
Staying Out  
of Trouble”****“Being a  
Broker and  
Staying Out  
of Trouble”****Click Here****Georgia Real Estate  
Commission**  
Suite 1000  
International Tower  
229 Peachtree Street NE  
Atlanta, GA 30303-1605  
Phone 404-656-3916

## Tips on Groups or Teams and Advertising

- Any trade name to be used in an advertisement must be properly registered with the Commission. The term trade name includes trademark and service mark.
- Advertising must be clear. If a trade name is registered with the Commission, it may be used instead of the Brokerage Firm name. If it is not registered with the Commission, it may be considered misleading and a violation of the advertising rules.
- The term advertising includes advertising done by others on behalf of the Licensee.
- It is a violation of the Georgia License Law, Rules, and Regulations to intentionally advertise material which is misleading or inaccurate or which in any way misrepresents any property, terms, values, policies, or services of the business conducted.
- For further clarification visit <https://grec.state.ga.us/information-research/license-law/> and [Advertising Rules At a Glance](#)

## **AMK** Absolutely **Must Know** Section **Internet Advertising**

The Broker is responsible for approving all advertising of real estate. And this includes ensuring that all Internet advertisements include the name and telephone number of the Firm on every viewable web page of the website, with 2 exceptions:

- If a Licensees advertises real estate for sale, rent, lease or exchange on an Internet website that is not owned or controlled by the Licensee or Firm where the Licensee is affiliated, and that website's terms of use limit the ability to comply, then the advertising must include a link to the full details in compliance with advertisement rules.
- When electronic messages must limit space or characters, then the advertisement must provide a direct link that does meet all requirements. This link must be on every viewable web page of the website. For example, any real estate advertised or listed for sale by a Licensee in a text on Facebook™, Instagram™, etc. must include a link to the full details in compliance with advertisement rules.
- Any website used by a Licensee to advertise real estate must be updated regularly, or the information must be removed within 30 days of the information being inaccurate.



### *Focus on “Media”*

- ✚ “The term **“advertising”** or “advertisement” means any manner, method, or activity by which a licensee through the use of any media makes known to the general public real estate for sale, rent, lease, or exchange.”
- ✚ “The term **“media”** includes, but is not limited to, print, photographs, broadcast, and the Internet including, but not limited to, such examples as newspapers, magazines, flyers, posters, business cards, billboards, radio, videos, television, signs (including office, directional, “for sale,” “for lease,” “sold,” or vehicle signs), newsletters, voicemail, email, facsimile transmissions, Internet websites, blogs, video blogs, property listing database services, email farming, news groups, discussion lists, bulletin boards, social networking/social media, instant text messages, multimedia advertising, banner ads, pop-ups, and similar media.