

Calendar

GREC Brokerage Course & Trust Accounts Class Dates:

- February 2 & 3, 2011
Hall County Board
(770) 534-1564
<http://www.hallbor.com/>
- March 1 & 2, 2011
GIRE
(800)633-3583
<http://learningrealestate.com>
- March 10 & 11, 2011
Hinesville Area Board
(912) 368-4227
<http://www.hinesvillerealtors.com/>

[Click here to
see GREC
Disciplinary
Sanctions](#)

Happy New
Year from
GREC!

Georgia Real Estate
Commission
Suite 1000
International Tower
229 Peachtree Street NE
Atlanta, GA 30303-1605
Phone 404-656-3916



This Issue:

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Tech Tip & Advertising Reminders

Taking advantage of technology that makes the real estate professional's job easier is a great way to start the New Year. When using new techniques or technology the licensee must remain vigilant in complying with the License Laws, Rules and Regulations. Although it is not a recommendation to use any technique, this article is presented in an effort to give the licensee an example of how technology can be employed to aid the real estate professional and a reminder of the requirements for compliance with the Georgia Real Estate

License Laws, Rules and Regulations.

This article introduces the **QR Code, the Quick Response Code**. The graphic on the right is an example. These codes can be a valuable tool for all real estate licensees....and they are generally free!

By using such a graphic/code, a licensee could direct prospects to their property listing web page, any text information or data, or it could be displayed on a business card to provide further

contact info.

For example, if the code were included on a for-sale sign, a potential buyer who is driving down the street and has the application on his phone, could use his/her camera phone to take a picture of the code image and immediately go the web page (URL) for that property. The camera phone must have access to the internet and an application must be on the phone in order to read and interpret the image. Most of the applications are fee.

To find a conversion tool, just use a



This QR Code takes you to the Georgia Real Estate Commission School Home page.

Once you have an app on your cell phone, give it a try.

search engine on the web for "QR code." Once you find a source to create the QR code, be sure there is no fee and all you have to do is enter the URL (web page address) for the property you are advertising. The graphic for the QR Code will be generated for you. Copy the graphic and you can include it on any advertisement. Not every phone has the application to read QR Codes, but it is increasing popular.

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Tech Tip & Advertising Reminders

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A few items to remember about advertising real estate:

Any new tool must still follow all the old rules, meaning the License Law, Rules and Regulations. Clearly, any web page on the internet that provides information about a real estate listing must meet all those requirements. The following summarizes some of the basic requirements of advertising real estate:

- If properties are advertised on websites of individual licensees, the firm name and number must also be stated and in a size greater or equal than that of the licensee.
- Any licensee advertising any property on the Internet (or otherwise) must remove the advertisement within ten days after the expiration of the listing.
- A licensee must obtain written permission to advertise the listing of another licensee, and the listing firm's name must still be stated in the advertising unless waived in writing by the listing broker. A licensee's website that links to another company's listings must include both companies' names and phone numbers and in equal or greater size than the licensee's data.
- When advertising the services of a licensee, and not real estate listings, these specific advertising requirements do not apply. However, it is important to remember that no advertisement should be misleading. A licensee should state what company he/she represents for a myriad of reasons, including professional business practices.

For further information review the [Advertising Section of the License Law, Rules and Regulations](#).

1.4 Acres For Sale

ABC Realty Inc.
404-333-5555

Jason Smith
404-222-7777

Property information can be any size, but all signage is subject to local zoning.

The Company **Name** must be of greater or equal size than the licensee **Name**.

The Company **Phone Number** must be of greater or equal size than the Licensee's **Phone Number**.

Written permission from the owner is required to advertise real estate in any type media.

Focus on Terminology: "Advertising"

Advertising, media, marketing, signs, flyers, web pages, social media, internet postings...all these terms refer to tools and techniques that require compliance with the Georgia Real Estate License Law, Rules and Regulations. Some of the most common violations by licensees involve non-compliance with advertising regulations. If the Real Estate Commission issues a Citation for advertising, the licensee will be required to pay a fine between \$100 and \$600.

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