



LEGAL TIP OF THE WEEK

“The PowerHouse Team” & other Names

Often times, an agent or team of agents will use a name other than their brokerage name as an identifier on signs, social media platforms and other advertisements to brand themselves. This is fine, and perfectly legal under Utah Real Estate Administrative Codes. But are there restrictions and requirements in doing so???

YES.

R162-2f-401h (5) states that “a team, group, or other marketing entity which includes one or more licensees shall be subject to the same requirements and restrictions with regard to advertising as is an individual licensee.” An individual licensee is required to still clearly and conspicuously identify the name of the brokerage in all advertisements. This means where ever your individually branded or team name goes... so does your brokerage.

You’re listening to the radio and you hear this... “for all your real estate needs, call Betty Buys, REALTOR® with The PowerHouse Real Estate Team.” Is this in compliance with administrative rule R162-2f-401h? **NOPE.** Betty fails to identify the brokerage where her real estate license is affiliated. The correct message this ad should portray is:

“for all your real estate needs, call Betty Buys, REALTOR® with The PowerHouse Real Estate Team, ABC Realty Company”

An example of a correct PRINT AD would be:

Betty Buys, REALTOR®
The PowerHouse Real Estate Team
ABC REALTY COMPANY

The Utah Division of Real Estate no longer requires the 1.5 times rule, where your name cannot be larger than 1.5 times the size of the brokerage name. Now, the Division only requires that the name of the brokerage be clear and easy to identify, either written or typed, or identified within a company logo.

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