Advertising Do’s and Don’ts
Nebraska Real Estate Commission (July 1, 2017)

Broker Prominence (webpage or flyer):

For Sale: 1015 Elm St. Smallville, NE

Call Suzy Sells at 315-222-4444 at Sellsalot Realty for more

Lovely 5 Bedroom 3 bath, updated kitchen. Picture yourself living the life in this lovely cartoon home in the fictional town of Smallville. (etc.)

**DO:** Broker Name is prominent and easily identifiable

**DON'T:** Broker name is smaller than affiliated licensee name and not easily identifiable

Licensee or Team Name Adjacent to Broker Name (Business Cards):

<table>
<thead>
<tr>
<th>Aaron Acres</th>
<th>Barns R US Brokers</th>
</tr>
</thead>
<tbody>
<tr>
<td>![Image of Aaron Acres Business Card]</td>
<td>![Image of Barns R US Brokers Business Card]</td>
</tr>
<tr>
<td>12th and Main Street, Milo, NE 68555</td>
<td>402 111-2222</td>
</tr>
</tbody>
</table>

**DO:** Broker name adjacent to and same or greater size than affiliated licensee name

<table>
<thead>
<tr>
<th>Aaron Acres</th>
<th>402-111-2222</th>
</tr>
</thead>
<tbody>
<tr>
<td>![Image of Aaron Acres Business Card (front)]</td>
<td>![Image of Barns R US Brokers Business Card (back)]</td>
</tr>
<tr>
<td>Farm and Ag Specialist</td>
<td>12th and Main Street Milo, NE 68555</td>
</tr>
</tbody>
</table>

**DON'T:** Team name is not adjacent to broker name, not on the same side of the card
Licensee or Team Name Adjacent to Broker Name (Yard Signs):

DO: Broker adjacent to and as large or larger than team name

DON'T: Broker name smaller than and not adjacent to team name

Licensee or Team Name Adjacent to Broker Name (Exception):

THE EQUITY GROUP
BIGO REALTY COMPANY, BROKERS
For Sale: 2525 Elm Street
402 123 4567
Call our Agents Today!!

THE EQUITY GROUP
For Sale: 2525 Elm Street
402 123 4567
Call our Agents Today!!
Bigo Realty Company, Brokers

EXCEPTION: The page meets the adjacent and similar size requirements with the team and broker names at the top of the page, the team name may be used additional times on the same page without being adjacent to the broker name as long as it is not larger or more prominent than the broker name in any of the other instances.

Similar Size or Footprint (Font and Logos)

Diamond T Realty Contact: The Jones Realty Team For more information

Note: Font is not the same, but the broker name "Diamond T Realty" is similar in size or bigger than The team name "The Jones Realty Team"

Special Words: When the words "Real Estate" or "Realty" are used in a team name the word must be immediately followed by the word "Team" or "Group". Example, "The Johnson Real Estate Team" works, "Johnson Real Estate Marketers Group" does not because of the intervening word.