

# MLS TIP



You do it online....  
You do it in magazines...  
You do it in newspapers...  
You do it on placemats...  
You do it on t-shirts...

What is it?

ADVERTISING!!!! – ARE **YOU** IN VIOLATION????

Advertisement (noun)

ad·ver·tise·ment

**1. public announcement**

a public announcement in a newspaper or on the radio, television, or Internet advertising something such as a product for sale or an event.



If you use any type of MLS statistics in your advertising you **MUST** clearly state the period of time over which the statistics are based and you **MUST** include the following notice (or something substantially similar):

*Based on information from the Brunswick County Association of REALTORS® or its Multiple Listing Service for the period (date) through (date). Neither the Association nor its MLS guarantees or is in any way responsible for accuracy.*

Section 13 of the MLS Rules and Regulations talks about this specifically.

Please make sure if you use the phrase:

#1 selling agent in \_\_\_\_\_

Top sales agent in \_\_\_\_\_

Most sales in \_\_\_\_\_

*you get the idea*

you use a disclaimer!