

REeBROKER GROUP MARKETING GUIDE

REeBroker Group enforces all DRE advertising guidelines. To ensure your marketing material is in compliance view the DRE guidelines [here](#).

REeBROKER GROUP BROKER ASSOCIATES & SALESPERSONS

Part 1: Marketing Material

Company Logo found [here](#).

Brokerage Name – The following are the only names acceptable to use:

1. Real Estate eBroker Inc
2. REeBroker Group

Signs and Business Cards. First point of contact marketing materials including print advertisements: Business cards, stationery, flyers, television ads, print ads (newspapers, periodicals, etc.), electronic media ads (internet, radio, cinema, video, audio, etc.), brochures, leaflets, etc., mail (regular & email), for sale, rent, lease, open house, and directional signs.

Must Include:

1. Licensee Full Name and license number.
2. Disclose your brokerage name and license number. We recommend you use the REeBroker Group logo for this purpose. Click [HERE](#) to download the company logo.

Brokerage Approved REeBroker Group business card.

FRONT OF BUSINESS CARD



BACK OF BUSINESS CARD



Brokerage Approved Sign Templates [HERE](#):

We have our sign templates housed with [Del Mar Blue printing company](#). However, you may use any vendor of your choice for your printing needs.

[Vertical 24x18 \(pic\).psd](#)

[Vertical 24x18 \(no pic\).psd](#)

[Vertical 24x32 \(pic\).psd](#)

[Vertical 24x32 \(no pic\).psd](#)

[Horizontal 18x24 \(pic\).psd](#)

[Horizontal 18x24 \(no pic\).psd](#)

[Rent Yard Sign \(pic\).psd](#)

[Rent Yard Sign \(no pic\).psd](#)

[Open House 12x24.psd](#)

Note: All downloadable templates are blank and can be edited to be personalized. You may provide these templates to a third-party printing source along with your personalized information for the custom signs to be created. If you choose to edit the files yourself, you will need to download the files using an image-editing software such as Photoshop: free trial or an equivalent program.

If you add any promotional wording other than your basic contact information, email a proof of the card to info@reebrokerca.com for the brokers' approval.

Email signature line must include all information from the “first point of contact” and cannot advertise any other industry affiliations such as, but not limited to: mortgage loan origination, property management, home inspection, home warranty, etc OR any other business ventures. The broker recommends separate email addresses for each business.

Note: If you add links to any or all social media websites be sure that each one follows the below advertising guidelines.

Examples of an email signature in compliance:

Sally Salesperson DRE 01020304
Tel: (760) XXX-XXXX
Real Estate eBroker Inc
DRE 01522411

Sally Salesperson DRE 01020304
Tel: (760) XXX-XXXX



Social Media websites such as, but not limited to Facebook, Twitter, Instagram, YouTube, and LinkedIn.
Real Estate website profiles such as, but not limited to Zillow, Redfin, and REALTOR.

Must Include:

1. Licensee full name and license number.
2. Disclose your brokerage name and license number. We recommend you use the REeBroker Group logo for this purpose. Click [HERE](#) to download the company logo.

Cannot include:

1. Any customized name (apart from first and last name).
 - a. Exception would be a **TEAM NAME** or a corporate registered **DBA/FBN**.
2. Any address apart from broker's main address.
 - a. Exception would be a **BRANCH LICENSE**.
3. Any promotional wording not approved by the broker.

Part 2: Using a Name Other Than the Broker's Name

Team Names

1. Can only be used by two or more licensees who work together and represent themselves to the public as being part of a team.
2. *Must* include the surname of at least one licensee plus one of the following terms: group, team, or associates.
3. Cannot suggest independence from the broker nor include the following words: real estate broker, real estate brokerage, broker, or brokerage.
4. May include the terms Realty or Real Estate ONLY if the first two requirements are met.

Advertisements using a Team Name must still include at least one team member's name/license number and the brokers name. The broker's name/logo must be as conspicuous as the Team Name.

Doing Business As/Fictitious Business Name (DBA/FBN)

Defined as a name a person uses to conduct business is that person is not using his or her legal name. The DBA or FBN must be filed by the broker in the broker's county of record and approved by the DRE.

These are the broker's DBA/FBN instructions:

1. The broker may register any name an agent would like to use if it is not already registered. Please check the name availability at <https://arcc.sdcounty.ca.gov/Pages/fictitious.aspx>
2. The broker will attempt to register an agent's preferred name with DRE; however, some registrations may be denied. This is due to the DRE guidelines being regularly updated and the name must meet the current registration requirements.
3. The registration process fee is \$500 (one-time, upfront fee). It includes all fees related to legal, publishing in newspaper, mailing, and other costs. Every five years a renewal of the name will need to be initiated by the brokerage, however, these are done at no cost to the licensee.
4. Agents can register the same name with their own county recorder's office but MUST be registered by the broker in the broker's county of record.
5. It takes about two months to receive an approval from DRE. *After the approval is received*, the DBA can then be utilized for marketing your real estate business.
6. When an agent uses a DBA, our company DRE license number, and name or logo is still required on all agent marketing materials (business card, signs, flyers, ads etc.). It is DRE regulation.
7. An agent may take their DBA if they leave our company. We will cancel our registration and the agent will have to do a new registration with their new broker. No refund for cancellation will be provided.

Advertisements using a DBA/FBN must still include the licensee's name/license number and the brokers name. The broker's name/logo must be as conspicuous as the DBA.

For more information on [Usage Guidelines](#) and registering please contact careers@reebrokerca.com

Part 3: Using an Address Other Than the Broker's Address

Branch License

According to the DRE if you do not have a branch license you cannot conduct business from an address apart from the main corporation address. Therefore, a separate address cannot be used to advertise unless it's a registered branch. If you state your address anywhere your real estate license is associated with then it indicates to the public and other agencies that you have a branch. If it's unregistered, then it is a DRE violation that may result in fines and penalties for both the corporation and your individual license.


[Home](#) | [licensees](#) | [BranchOffice](#)

Branch Office Licenses



A broker/corporation is authorized to conduct business only at the address listed on his/her license. If the broker/corporation maintains more than one place of business within the State, he/she shall apply for and procure an additional license for each branch office so maintained. The application for a branch office license must state the name of the person and the location of the place or places of business for which the license is desired.

The branch office address must be a physical California address, not just a Post Office Box or a Private Mail Box, as the main office address.

Use the [Branch Office Application \(RE 203\)](#) , when applicable, for each additional office location being added.

[Branch License Agreement](#) – requirements:

- Associate-Licensee cannot hold a restricted DRE License and cannot have been debarred by DRE.
- Two years of full-time real estate experience within the past five years.
- Branch license address cannot be a PO Box, it must be a physical address.
- Associate-Licensee is responsible for all unlicensed employees.
- **No other salespersons and/or broker-associates may use the same branch license address without Broker approval.**
- Before making any changes to your branch location you must first notify and receive approval from your broker before contacting the DRE.

For more information and to register a branch license please contact accounting@reebrokerca.com

Part 4: Activities You Are NOT Authorized to Conduct

The following are unauthorized real estate businesses. If you are seeking to conduct any of the following real estate activities, then you will need to find a new broker:

[No Property Management](#)

[No Vacation Rentals](#)

Conducting a property management business (soliciting owners and renters, renting, leasing and maintaining properties in expectation of compensation) for the public without the knowledge and permission of your employing broker is in violation of Sections 10130, 10131(b), 101037, and 10145(c) of the Business and Professions Code. This action is subject to real estate license suspension and revocation and/or a civil lawsuit.

[No Loans/Mortgage](#)