

Keller Williams Realty Centres (KWRC)

Marketing Compliance Checklist

*** PLEASE SEND ALL BUSINESS CARD AND NEW MARKETING MATERIAL TO bor@kwrealtycentres.com for approval ***

In order to stay compliant in our marketing, please use the following guideline for your marketing moving forward.

Please remember that all marketing needs to be approved by the Broker of Record, prior to going out.

ALL ADVERTISING MUST BE RECO COMPLIANT

Social Media - Business Pages & Profiles (Listing post)

- Agent Name (Including surname)
- Agent Designation (Salesperson, Broker, Realtor must have a ®, etc.)
- KWRC logo Prominent (Can be a generic KWRC logo or market centre specific)
- Team Logo (Must not be larger than the KWRC logo)
- All Profiles MUST state contact no. as well as Office Phone No.
- TEAMS Must have their current members on any postings when profiling their teams and must be registered as a TEAM within the KW system
- Each Office is Independently Owned and Operated (This needs to be on every post) If using a logo that has "Each Office is Independently Owned and Operated" this does not need to be added separately.

Social Media - Business Pages & Profiles (Looking for new business post)

1. Not intended to solicit anyone already under contract (This needs to be on every post) when looking for new business.
2. Any statistics used on a post need to be cited (Place an "*" beside the statistics then list where they were cited from in small print somewhere on the post by placing the "*" then the citation)
3. Explain any claims (ie. #1 in sales volume (where when what kind of property) (Place an "*" beside the claims then list where they were cited from in small print somewhere on the post by placing the "*" then the claim citation)

Print Marketing (Postcards, Flyers, Mailers, Lawn signs, business cards, etc)

- Agent Name (Including surname)
 - Agent Designation (Salesperson, Broker, Realtor must have a ® etc.)
 - Office Phone number (must be same or larger than your cell or direct)
 - KWRC logo Prominent (Can be a generic KWRC logo or market centre specific)
 - Team Logo if applicable (Must not be larger than the KWRC logo)
 - Each Office is Independently Owned and Operated (This needs to be on every post) If using a logo that has "Each Office is Independently Owned and Operated" this does not need to be added separately.
1. Not intended to solicit anyone already under contract (This needs to be on every post)
 2. Any statistics used need to be cited (Place an "*" beside the statistics then list where they were cited from in small print somewhere on the ad by placing the "*" then the citation)
 3. Explain any claims (ie. #1 in sales volume (where when what kind of property) (Place an "*" beside the claims then list where they were cited from in small print somewhere on the ad by placing the "*" then the claim citation)

Email Signatures

- Agent Name (Including surname)
 - Agent Designation (Salesperson, Broker, Realtor must have a ® etc.)
 - Realtor must have a Registered Trademark ® beside it
 - KWRC logo Prominent (Can be a generic KWRC logo or market centre specific)
 - Personal or Team Logo (Must not be larger than the KWRC logo)
 - Each Office is Independently Owned and Operated
- If using a logo that has "Each Office is Independently Owned and Operated" this does not need to be added separately.

You can find our logos on from this link: <https://mykwrc.ca/kwrc-logos/>

E.g.

