



GREC Compliance of Internet Advertising Rules

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In general, follow these rules for all videos with your TikTok account:

- Do not make misleading videos.
- Do not make discriminatory videos.

TikTok is tricky because there is very limited space for disclosure. You have 30-characters for the Name field and 80-characters in the Bio field.

The simplest way to GREC compliance is to display your full name in the Name field and display your title and firm name in the Bio field.

Good business practice (but not required):

- Use the Link field to display your website address which has your full name, firm name, and contact information of your firm.
- Display your GREC license number in the **Bio field**.

In all **real estate-specific advertising** videos (*for sale, for rent, for lease*), you should:

- Have written permission from the owner of the property to create, produce, display and disseminate the video.
- Use the Link field to display your website address which has your full name, firm name, and contact information of your firm.
- Display the name of your firm & your firm's telephone number in the TikTok Caption area. The text in the Caption area is automatically the same font size. (Note: The Caption area is unforgiving. If there is an error, you will have to delete the video and upload it again with the correct Caption.)
- If you are going to include/embed your name & phone number within the video itself, you must also include the name of your firm and phone number. The rules regarding text size, prominence, and frequency generally apply. (Your name & contact info cannot be larger, superior, or more frequent than your firm's name & phone number within the video.)
- **Private or Delete** all real estate-specific advertising videos within 30 days of outdated information.

Finally, always check with your broker or firm. They may have additional or different requirements for your real estate videos and TikTok Channel.

