



## GREC Compliance with Internet Advertising Rules

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In general, follow these rules for all videos with your real estate YouTube Channel:

- Do not make misleading videos.
- Do not make discriminatory videos.
- Display your full name as it appears on your license & firm name on **your Channel's About tab AND Description area of each video.**

Good business practice (but not required):

- Display your website address which has your full name, firm name, and contact information of your firm.
- Display your GREC license number on **your channel's About tab AND Description area of each video in your Channel.**

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.
- Display the name of your firm & your firm's telephone number in the YouTube video description area. The text in this section is automatically the same font size.
- 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.)
- In addition, (but not required) include the website address to your firm's or your website which has your firm's contact information.
- **Private, Unlist, or Delete** all real estate-specific advertising videos within 30 days of outdated information. (You generally will not be able to update, modify, or edit the video once you upload it to YouTube.)

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

