

Checklist for DRE Compliance

The DRE is constantly reviewing agent marketing assets and team names to ensure compliance. Sometimes the regulations are vague so in an effort to avoid any chance of a fine or raising a red flag with the DRE, we consulted with our Broker of Record and Managing Director Compliance & Risk Management, Kathy Mehringer. See below for the DRE guidelines and Kathy's recommendation for complete compliance.

Team Names

In order to qualify as a Team Name, there must be 2 or more team members.

The name **MUST** include:

- The last name of at least 1 of the team members
- The term "group" "associates" or "team" must be included along with the full name of at least one of the team members with the corresponding license number
- You may **not** include the term "real estate broker/brokerage" or "partners" in the team name
- Team names do not need to be registered in the county or reported to the DRE
- *Note: First names are NOT sufficient, i.e., Jane and John Real Estate Group.*
- *Note: Abbreviations are NOT sufficient, i.e., JD Real Estate Group (where JD stands for Jane Doe).*
- Examples of compliant team names below, more information can be found in the [Agent Manual](#):

Compliant:

The Mehringer Team
Kathy Mehringer
DRE #
Compass

Compliant:

The Jones Mehringer Team
John Jones and Kathy Mehringer
DRE # DRE#
Compass

Non-Compliant:

The Mehringer Team
DRE #
Compass

Compliant:

The Mehringer Team
Bud and Kathy Mehringer
DRE # DRE#
Compass

Non-Compliant:

The Mehringer Team
Kathy
DRE #
Compass

Agent Registered Fictitious Business Names

- If you wish to use a Fictitious Business Names ("fbn"), you must first register the name with LA county (because this is where Compass' main office is located). Then submit DRE Form #247 to Kathy for submission to the Department of Real Estate in accordance with Section 10159.5 along with the stamped FBNS with purple seal.
- Be sure the FBNS is filed as an individual using the licensee name registered with the DRE and the main address reflects the main Compass Address of 9454 Wilshire Blvd. #100, Beverly Hills, CA 90210.
- A fictitious business name **may not** include your first or last name, it must be purely fictitious.

- More about FBN can be found [HERE](#)
- **Unsure if your FBN has been registered?** Click [HERE](#) to see a list of all approved FBNs properly registered at Compass. You would check the [Los Angeles County Registrar-Recorder/County Clerk website](#) to see if an FBN has been registered, not on the DRE under Compass.
- Examples of compliant team names below, more information can be found in the [Agent Manual](#):

Compliant:

Luxury Living California
 Kathy Mehringer
 DRE #
 Compass

Compliant:

Luxury Living
 Bud and Kathy Mehringer
 DRE # DRE#
 Compass

Non-Compliant:

Luxury Living California
 DRE #
 Compass

Compliant:

Luxury Living
 John Jones and Kathy Doe
 DRE # DRE#
 Compass

Non-Compliant:

Luxury Living California
 Kathy
 DRE #
 Compass

Designations and Titles

- If you use "Realtor®" as a title you must use the trademark (as required by NAR)
 - NAR expressly prohibits the use of descriptive words or phrases, including geographical locations, with the REALTOR® Marks. A Member is allowed to use the REALTOR® Marks in connection with their name and, if the principals, partners and corporate officers of the Member's firm are all Members as well, then the full legal dba of his/her firm. These rules apply to all marketing collateral including but not limited to print and digital media, **including domain names**.
 - Examples of the correct use of the REALTOR® mark follow:
 - Kathy Mehringer, REALTOR®
 - Kathy Mehringer,
REALTOR®
- You may not use unauthorized designations or titles (i.e., attorney, CEO, partner, CPA). For example, if next to your name on real estate marketing materials, you put "Jane Doe, Attorney", this insinuates that you are a practicing real estate attorney at Compass, which is not the case and constitutes a misrepresentation to the public.
 - **Best Practice to Avoid Risk:** If you would like to include your educational background, you may use "J.D. (not practicing)".
 - **Best Practice to Avoid Risk:** If you would like to include that you the Principle or CEO of your team, you must put: "Jane Doe, CEO of Jane Doe Real Estate Group"
- You may include these designations in your bio and part of your overall accomplishments.

Agent Websites

The DRE Regulations require:

- Ensure that your Team Name or FBN meets the requirements FIRST

- Full name and license number of at least one Principle team member on the homepage
 - **Best Practice to Avoid Risk:** Include on the home page, "above the fold", meaning name and license number are visible without scrolling.
- Brokerage name "Compass" must be in a font size as prominent as the team/agent name/FBN
- Compass logo must be in a size as prominent as the team/agent logo
 - **Best Practice to Avoid Risk:** Include on the home page, "above the fold", meaning Compass logo (in the same size font as agent name/logo) is visible without scrolling.
- All agent names and DRE numbers must be included for every agent on the team
- The DRE license number must be no smaller than the smallest font included (excluding legal copy/disclaimers).
 - **Best Practice to Avoid Risk:** Recommended to be the size of the contact information, not in the footer.
- Legal Disclaimer must be included (recommended in the footer):
 - Compass is a real estate broker licensed by the State of California and abides by Equal Housing Opportunity laws. License Number 01991628. All material presented herein is intended for informational purposes only and is compiled from sources deemed reliable but has not been verified. Changes in price, condition, sale or withdrawal may be made without notice. No statement is made as to accuracy of any description. All measurements and square footage are approximate. If your property is currently listed for sale this is not a solicitation.

Next Steps:

- Contact your website vendor to add the above criteria.

Social Media

Each Agent Profile AND Post must include:

- DRE license number of each agent
- The agent full name must be included
- Brokerage name "Compass" must be in a font size as prominent as the team/agent name
 - **Best Practice to Avoid Risk:** Recommended to include Compass name, agent full name, and agent DRE license number as hashtags at the end/bottom of every post, i.e., #Compass #JaneDoe #012345678
- **Note:** *If you post about both personal and real estate related items on your social channels, you only need to include the above info in posts that are interpreted as a solicitation or that indicate that you are an active real estate agent. For example, if you post about a new listing hitting the market, open house, market update, etc. all the above must be included. If you are posting about your child's Halloween costume, you do not need to include Compass, agent name, & license number.*

Next Steps:

- Add all of the above into the bio of your social media profiles, see links below for directions (Note: the links below are the most common social media channels, please update the bios of ALL social media profiles that you have in order to be compliant):
 - [Changing your Facebook About Details](#)
 - [Changing your Instagram Bio](#)
 - [Changing your Twitter Bio](#)
 - [Changing your Pinterest Bio](#)
 - [Changing your LinkedIn Bio](#)

Print/Digital Marketing Materials & Advertisements

The DRE guidelines require:

- Ensure that your Team Name or FBN meets the requirements FIRST
- Full name and DRE license number of at least one Principle team member
- Brokerage name "Compass" must be in a font size as prominent as the team/agent name/FBN
- Compass logo must be in a size as prominent as the team/agent logo
- The DRE license number must be no smaller than the smallest font included (excluding legal copy/disclaimers).
 - **Best Practice to Avoid Risk:** Recommended to be the size of the contact information
- Legal Disclaimer must be included on all marketing materials and advertisements:
 - Compass is a real estate broker licensed by the State of California and abides by Equal Housing Opportunity laws. License Number 01991628. All material presented herein is intended for informational purposes only and is compiled from sources deemed reliable but has not been verified. Changes in price, condition, sale or withdrawal may be made without notice. No statement is made as to accuracy of any description. All measurements and square footage are approximate. If your property is currently listed for sale this is not a solicitation.