

ADVERTISING

SOME BASIC CONTENT GUIDELINES



PRINT

GENERAL

- ▶ FIRM NAME
- ▶ AGENT NAME

BUSINESS CARDS

- ▶ AGENT NAME
- ▶ FIRM NAME
- ▶ CONTACT INFO (PHONE OR WEB ADDRESS)

FOR SALE/ LEASE SIGNS

- ▶ FIRM NAME
- ▶ FIRM PRIMARY/ BRANCH PHONE

DIGITAL

GENERAL

- ▶ AGENT NAME
- ▶ FIRM NAME
- ▶ CITY & STATE OF AGENT'S OFFICE
- ▶ STATES OF LICENSURE



CONTACT INFO IS ON THE MAIN PAGE OR ONE CLICK AWAY AND SHOULD BE CLEARLY & LEGIBLY DISPLAYED