



**State of Rhode Island and Providence Plantations  
DEPARTMENT OF BUSINESS REGULATION  
1511 Pontiac Avenue, Bldg. 69-1  
Cranston, Rhode Island 02920**

**Division of Commercial Licensing  
Real Estate**

**NOTICE: REAL ESTATE BROKERS AND SALESPERSONS  
ADVERTISING**

The Department has recently noticed that some advertisements fail to meet the minimum requirements of Section 25 of Commercial Licensing Regulation 11 (“Regulation 11”). Here is a brief reminder of some of the Advertising requirements for brokers and salespersons that apply to both physical and digital media:

- A licensee shall not advertise in any way that is false or misleading. Section 25(B).
- All advertising shall include the name of the brokerage or principal broker under which the licensee is licensed to do business. Section 25(C).
- When the name of a licensee is contained in any advertising, (except on business cards) it shall be in print smaller and less conspicuous than that of the brokerage. Section 25(D).
- The business card of any licensed salesperson shall clearly indicate that his or her license is as a Salesperson or as an Associate Broker. Section 25(E).
- Any use of an insignia, emblem, logo, trade name or other form of identification in any advertising or other public utterance, either by a single licensee or group of licensees, that suggests or otherwise implies common ownership or common management among such licensees, shall be prohibited except in the case of branch offices controlled by a principal broker and duly licensed as a branch office. Section 25(I).
- There are specific requirements for franchises to clearly state the operating name of the broker in Section 25(J).

**The principal broker’s responsibility to adequately supervise affiliated licensees includes supervision over the advertising by such affiliated licensees.**

Failure to comply with any statutes or regulations applicable to real estate brokers and salespersons could result in disciplinary action against your license.

The entirety of Commercial Licensing Regulation 11 can be found here:

[http://www.dbr.ri.gov/documents/rules/comm\\_licensing/Commercial\\_Licensing\\_Regulation\\_11.pdf](http://www.dbr.ri.gov/documents/rules/comm_licensing/Commercial_Licensing_Regulation_11.pdf).