

ROYAL LEPAGE® ATLANTIC

Marketing Compliance Guide



When you join the Royal LePage® Atlantic family, you are partnering up with the largest real estate brokerage in Atlantic Canada. We didn't get here without a strong national brand, and we are proud to be a part of the Royal LePage® national franchise.

Feel confident that your business is connected to a recognizable brand, with these tips to keep your marketing materials compliant with brand, MLS®, and regulatory guidelines.

Remember, we're always here to help!



Marketing Compliance Check?

Scan here with your phone's camera.

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MARKETING YOUR SELLERS



Scan here to find company
and other logos

RLPA logo

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The Royal LePage® Atlantic logo must always be used in accordance with the Royal LePage® brand standards, you can find the full Royal LePage® Brand guidelines on RLPNetwork here: rlpnetwork.com/brand-guidelines-and-logos/

Pride in the Royal LePage® brand is evident from coast-to-coast. We are fortunate to leverage more than 100 years of success and to be recognized as a leader in real estate.

As a representative of the brand, it is your responsibility to ensure that you are using the brand correctly. To help increase brand awareness, for you and everyone in the Royal LePage® network, it is important to ensure that the brand is executed consistently. Any deviance from the proper use of the brand detracts from its credibility, and in turn, makes it harder for your clients to recognize you." - Royal LePage® Canada

When using the Royal LePage® Atlantic logo, it must be shown with a proper 'staging' area so as to not overlap or be covered by other elements or logos. It is preferred to have the full color logo with a white background whenever possible.

For Example:



STAGING AREA

frequently asked questions

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Can I use the all white or all black Royal LePage® Atlantic logo on my marketing?

Yes - you may use any version of the RLPA logo in most of your marketing pieces. However, the full colour version with the white background must be used in all listing-related signage (i.e. lawn signs and larger "For Sale" billboards).

Can I add the logo over top of an image?

When adding the logo over top of an existing image, it is preferred that the full color logo be used when possible. However, the all black or all white versions of the logo may be used to provide best visibility of the brokerage logo.

Can I use the Royal LePage® logo WITHOUT the 'Atlantic' or 'GO BEYOND'?

No, you must properly identify the associated brokerage which you hold your licence with. This means that the full Royal LePage® Atlantic logo or name must be used when you are promoting your business and your listings.



Still have questions?

Scan here with your
phone's camera.

personal/team logo

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When using your Agent or Team Logo, the RLPA logo must appear in equal or greater size to the Agent/Team logo and name combined.

- *There must always be a buffer between the RLPA logo and your logo (width of the Royal LePage® G & E put together on all sides).*
- *The two logos can never overlap or be touching.*
- *You may stack the two logos or place them side by side.*
- *The RLPA logo must take up the same amount of space or be larger than the logo and agent name combined.*
- *All of the above rules also apply to any logo submark, or other variations of representing the Agent or Team logo.*
- *You may use Alternate colour versions of the logo on non-listing materials. See below for examples of proper use*

For Example:





MLS®, Multiple Listing Service®, and the associated logos are all registered certification marks owned by CREA and are used to identify real estate services provided by brokers and salespersons who are members of CREA.

MLS® must be used with the M, L, and S capitalized followed immediately by the registered trademark symbol. Unlike the REALTOR® mark, there are no exceptions to this rule. Use "MLS®" just like that, and you'll be in compliance with the form rule.

- *The MLS® mark must only be used to identify services provided by REALTORS® to affect the purchase and sale of real estate as part of a co-operative selling system. MLS® must never be used as a synonym for a database.*
- *If you want to refer to a real estate board's MLS® System, which contains a database of listings, you can say: "I can post on NSAR/NBREA MLS® System" or "search the MLS® System of the _____ Real Estate Board."*

When using the MLS® logo, you must ensure that it is clearly visible and not cropped or altered. Full color should be used whenever possible.

For Example:



REALTOR®

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logo



The trademarks REALTOR®, REALTORS®, and the REALTOR® logo are controlled by The Canadian Real Estate Association (CREA) and identify real estate professionals who are members of CREA.

CREA's Trademark Policy requires all uses of REALTOR® to be accompanied, where possible, by a trademark statement. A statement does not need to be included in any business or promotional materials where it is impractical to include it, such as on pens, golf balls, key chains, and clothing.

- *When using the REALTOR® mark in the proper context, all letters must be capitalized followed by the registered trademark symbol and provide a trademark statement. This is the form rule.*
- *The REALTOR® mark can be used in association with member's names, team names and brokerage names, with approval from CREA. It can also be used in corporate branding such as slogans, domain names, email addresses and social media handles, following CREA's policy.*

When using the REALTOR® logo, you must ensure that it is clearly visible and not cropped or altered. There are a variety of colors for use.

For Example:



marketing yourself

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- Brokerage Prominent
- Independent Brokerage Statement
- No Misleading Claims
- Solicitation Disclaimer
- MLS® Disclaimer for Statistics
- REALTOR® Trademark
(and logo on NB postcards)

What does 'Brokerage Prominent' mean?

You must always identify your brokerage when advertising yourself or your team. Where your name or logo is shown, you must also equally display the Royal LePage® Atlantic logo or name. *Find more information on page 1 and 2.*

What is an 'Independent Brokerage Statement'?

Royal LePage® Atlantic is an independent brokerage, as a part of the Royal LePage® brand. This statement should be used on all signage, i.e. lawn signs, billboards, large signs and banners. *Statement: "INDEPENDENTLY OWNED AND OPERATED."*

What is considered a 'Misleading Claim'?

Making claim as a specialist, or to a specific geographic area, i.e. Halifax's REALTOR®. Claims about number of listings, sales, etc. must be verifiable and quantifiable, meaning you must be able to show proof of the validity of your statement.

When do I need a 'Solicitation Disclaimer'?

This disclaimer must be used when you are advertising to the public.
Statement: "Not meant to solicit clients currently under contract."

What is the 'MLS® Disclaimer for Statistics'?

This identifies the area, date and MLS® system that the statistics are referenced from.
Statistics taken from _____ MLS® System for period _____ to _____.

What is the 'REALTOR® Trademark'?

See page 5 for proper usage of the term REALTOR® and it's logos.



Still have questions?

Scan here with your
phone's camera.

marketing your listings

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Listing Promotion:

- *MLS® Identified*
- *Listing Address*
- *Brokerage Prominent*
- *REALTOR® Trademark*
(and logo on NB postcards)

If Sold (all of column 1 & 2):

- *Firm Month & Year*
- *No Sales Price*

What does 'MLS® Identified' mean?

When a listing is advertised on the MLS® system the MLS® logo or MLS® Number must be displayed.

When do I have to show the 'Listing Address'?

Any time that you are advertising the property, you should include the address.

What does 'Brokerage Prominent' mean?

You must always identify your brokerage when advertising a listing. Where your name or logo is shown, you must also equally display the Royal LePage® Atlantic logo or name. *Find more information on page 1 and 2.*

What does 'Firm Month & Year' mean?

The month and year that the Sold property became firm in the MLS® System.

Why can't I display the Sold Price?

Sales price information is not publicly available, and only able to be accessed by a Real Estate Professional and/or with a user login. This information is also only available once the sale becomes Firm.

Tip: You may use average sale price for a location, without disclosing a specific property.



Still have questions?

Scan here with your
phone's camera.

marketing your buyers

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Listing Promotion:

- *No Listing Photos*
- *Brokerage Prominent*
- *Client Photo or Generic*
- *Firm Month & Year*
- *No Sales Price*
- *Listing Address*
- *REALTOR® Trademark*
(and logo on NB postcards)

Congratulating your Buyer clients.

It is a great promotional tool to congratulate the success of your buyers, this is a strong signal to the public that you are a trusted REALTOR® and can get the job done! Snap a photo of your Buyers with their SOLD rider that can be used once the sale is FIRM.

Buyer Testimonials.

It is a great idea to ask for a testimonial from your buyer clients, and can be used to help promote your business and communicate to potential buyers.

Why can't I use Listing Photos when my buyer purchases a property?

The photos featured on the MLS® System are property of the listing agent, and require special permission from that party to be allowed to use in your promotional materials. However, you can snap a picture of your buyers outside of the listing to use for your promotional materials, once the sale becomes firm.

What if I don't have a photo to use?

Many REALTORS® use generic photos, or designed illustrations to help promote the success of their buyers. This is an easy way to ensure you are compliant, and quickly promote a new firm or closed sale for your Buyer clients.



Still have questions?

Scan here with your
phone's camera.

marketing your sellers

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Sold Listing Promotion:

- *MLS® Identified*
- *Firm Month & Year*
- *Listing Address*
- *No Sales Price*
- *Brokerage Prominent*
- *REALTOR® Trademark*
(and logo on NB postcards)

What are the MLS® components needed? (MLS® Identified)

When a listing is advertised on the MLS® system the MLS® logo or MLS® Number must be displayed. When advertising the property, you must also include the address.

What does 'Brokerage Prominent' mean?

You must always identify your brokerage when advertising a listing. Where your name or logo is shown, you must also equally display the Royal LePage® Atlantic logo or name. *Find more information on page 1 and 2.*

What does 'Firm Month & Year' mean?

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Why can't I display the Sold Price?

Sales price information is not publicly available, and only able to be accessed by a Real Estate Professional and/or with a user login. This information is also only available once the sale becomes Firm.

Tip: You may use average sale price for a location, without disclosing a specific property.

How can I quickly promote my Seller clients with a new sale?

Many REALTORS® use generic photos, or designed illustrations to help promote the success of their sellers. This is an easy way to ensure you are compliant, and quickly promote a new firm sale, closed sale, or accepted offer for your Seller clients.



Still have questions?

Scan here with your
phone's camera.