

Adopted: December 16, 2020

Title: Best Practice – Advertising

To: Alaska Real Estate Licensees

From: Alaska Real Estate Commission

Regulation References: AS 08.88.291(a), AS 08.88.301, AS 08.88.311(b), AS 08.88.331, AS 08.88.381, 12 AAC 64.110, 12 AAC 64.112, 12 AAC 64.120, 12 AAC 64.127, 12 AAC 64.128, 12 AAC 64.130

1. The brokerage's principal office name must be identifiable to the public in any advertising for all licensees, whether working as a single licensee or part of a team.
2. A licensed broker may work out of a home office if it is registered as the brokerage's principal office with the Commission.
3. A salesperson or associate broker may not advertise the address of an office in their home, suggesting that it is their actual office. Advertising includes but is not limited to any virtual or physical form of advertising, signs, business letterhead, and business cards. All advertising must include their brokerage name as registered with the Commission regardless of whether or not the licensee is a member of a real estate team for that brokerage. This requirement includes all advertising, including but not limited to: internet marketing, all social media platforms, classified ads, signs, business cards, and the recruitment of licensees.
4. Licensees cannot advertise a property for sale, lease, or rent without first obtaining the owner's written permission. A licensee cannot advertise another licensee's listings unless expressly permitted to do so by the owner of that property in writing.
5. Failure to include the brokerage's name in all advertising materials and platforms may be grounds for revocation or suspension of that licensee's license.