

61J2-10.026 Team or Group Advertising

(1) “Team, ~~logos~~ or group advertising” shall mean a collective name or logo used by one or more real estate licensees who represent themselves to the public as a part of one brokerage that performs real estate license activities under the supervision of the same broker.

(2) ~~A team or group shall not be formed without written approval from the registered broker. The registered broker shall designate a member of each approved team or group as the contact person responsible for all communications between the broker and the team or group. Each team or group shall file with the broker an appointed team leader to represent the team or group. The team leader shall be responsible for ensuring that the advertising is in compliance with Chapter 475, Florida Statutes and 61J2 Florida Administrative Code.~~

(3) The registered broker must maintain a current written record of each team’s or group’s members.

~~(4) The registered broker shall be responsible for all license activity of team or group members.~~

(4) Team or group names. Real estate team or group names must always include the word “team” or “group” as part of the name. Real estate team or group names shall not include the following words:

- (a) Associates
- (b) Brokerage
- (c) Brokers
- (d) Company
- (e) Corporation
- (f) Corp.
- (g) Inc.
- (h) LLC
- (i) LP or LLP
- (j) Real Estate
- (k) Realty
- (l) or similar words suggesting the team or group is a separate real estate brokerage or company

(5) Unless otherwise provided, this rule applies to all mediums of advertising including Print, Radio or Television, and Internet. It includes but is not limited to, such type of advertising as signs, billboards, e-mail, business stationery, business cards, business documents, signs, logos, newsletters, or electronic equivalents, or anything of a similar kind used for a similar purpose as any of the items set forth above.

(7) Advertisements containing the team or group name, team or group member, or individual licensee shall not appear in larger print or be more prominently displayed than the name of the registered brokerage's logo.

(8) All signage, including yards and billboards, must comply with these requirements no later than 12 months following the effective date of this rule.

(9) Excluding the items listed in paragraph 8, all other relevant advertising ~~All print media, electronic and Internet media, business cards, social media and post cards~~ must comply with these requirements no later than 6 months following the effective date of this rule.