

LICENSE DISCLOSURE REQUIREMENTS FOR ADVERTISING

RE 559 (NEW 3/16)

The following chart shows the required disclosures of licensure for real estate-related advertisements. For a chart showing the required disclosures of licensure for mortgage loan-related advertisements, please refer to License Disclosure Requirements for Mortgage Advertising, form RE 858. Pertinent Real Estate Law referred to includes Business and Professions Code (B&P) and Regulations of the Real Estate Commissioner (Regulation).

Questions?

If you have questions, please call the Enforcement section at (877) 373-4542.

Required Disclosures	Ads Related to Government Lands	All Licensees' Print Ads	All Licensees' First Point of Contact Solicitation Materials	When a Salesperson-Owned DBA is Used	When a Team Name is Used
Media	All	Includes: newspapers, periodicals, mail	Includes: business cards, stationery, fliers, brochures, email, Web sites Excludes: radio, cinema, television, the opening section of streaming video and audio, newspapers, periodicals, "for sale" signs	Business cards, newspapers, periodicals, mail, radio, cinema, television, the opening section of streaming video and audio, for sale signs	Business cards, newspapers, periodicals, mail, radio, cinema, television, the opening section of streaming video and audio, for sale signs
Phrasing	Name of the broker and that the broker is licensed as a real estate broker by the State of California	Broker, agent, Realtor, loan correspondent or abbreviations bro., agt., or other similar terms or abbreviations	Broker, agent, Realtor, loan correspondent or abbreviations bro., agt., or other similar terms or abbreviations	DBA, salesperson's name, salesperson's broker's name	DBA, salesperson's name, salesperson's broker's name
CalBRE License Number	8-digit license number of each licensee in the advertisement	N/A	8-digit license number of each licensee in the advertisement	8-digit license number of the salesperson - AND - 8-digit license number of the broker	8-digit license number of the salesperson - AND - 8-digit license number of the broker
NMLS Unique Identifier*	Unique identifier of each licensee disseminating the materials* (Unique identifier of the employing broker or corporation <i>not</i> required)	N/A	Unique identifier of each licensee disseminating the materials* (Unique identifier of the employing broker or corporation <i>not</i> required)	N/A	N/A
Font Size Requirement	No less than the smallest font used in the advertisement	N/A	No less than the smallest font used in the advertisement	Salesperson's name and license number must be conspicuous; broker's name must be as prominent and conspicuous as the DBA	Salesperson's name and license number must be conspicuous; broker's name must be as prominent and conspicuous as the DBA
Pertinent Real Estate Law	B&P 10140.5, 10140.6(b), Regulation 2773	B&P 10140.6(a); Regulation 2770.1	B&P 10140.6(b); Regulation 2773	B&P 10159.5, 10159.7; Regulation	B&P 10159.6, 10159.7; Regulation

*Only applies to residential mortgage loan originators, as defined in Section 10166.01 of the Business and Professions Code.