

**Broker
Sales Meeting
Packets**



Add Sizzle and education to your sales meetings!

**Free
Speech**

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Free Speech Sales Meeting Quiz

Q # 1 I may place a “SOLD” sign on a property, or in a newspaper ad and I was only on the selling side of a transaction

- a. any time you’ve had your hand in the selling of a house your entitled to announce it in any manner.
- b. either the listing or selling agent may place signs at any time after a purchase agreement has been inked.
- c. since there is no definition of “ who sold” the property, I may indicate in my brokerage ads not only that sale, but all the solds in the area.
- d. prior to closing, a cooperating broker may post a “sold” sign only with the consent of the listing broker.

Q # 2 In bold print in the local paper it reads “I will sell your House in 6 months or I will sell it for free” – yet there is some cost associated with the sale of the property but it is:

- a. OK as long as I have a asterick referring to another document (ie listing agreement) for more details somewhere in the ad.
- b. OK because the public automatically knows that “sell” only means listing the property, and technically that is still being done for no charge for *that* service.
- c. Right in the gray area where the public could be mislead or deceived, therefore a violation of Iowa Rules and NAR Code of Ethics
- d. OK because several advertisers on the internet indicate I’ve won a “free vacation” or “free” samples of product, or “free hotel stays” and the same legal principles apply to their advertising.

Q # 3 A property ad also represents the firm is a “full service” brokerage – yet it does not belong to a MLS is:

- a. OK since you don’t have to belong to the MLS to offer “full service”.
- b. OK since I fully explain my policy on cooperation or non-cooperation to all potential clients.
- c. OK since our area does not have a “formal” MLS, all local brokerages are “full service brokerages”.
- d. OK since there is more to “full service” than an MLS, especially when we can put our real property ads on an internet service provider.

Q # 4 A real property ad stating the property would be “Perfect for newlyweds/empty nesters” is

- a. Fine and does not violate fair housing rules.
- b. Right in a gray area of maybe discriminating against some class of people.
- c. Strictly prohibited under the familial status provision under the Title IX of the Equal Protection Act.
- d. Expressly prohibited under the Iowa Civil Rights Commission Public Opinion letter dated April 1, 2000.

Q # 5 Which of the following would be considered “advertising”

- a. Office stationary
- b. Business card
- c. Real property ad
- d. Name on pen
- e. All of the Above

Q # 6 A real property ad must contain:

- a. Address of property
- b. Name of brokerage or name under which the broker is licensed
- c. Phone number of the brokerage
- d. The cell phone number of responsible sales agents

Q # 7 Which of the following is NOT, under Regulation Z, a “trigger term” whereby if you have one of the items in an ad or on a yard sign, you must then have them all?

- a. “Low Financing Available”
- b. “Only 1.5% finance charge”
- c. “pay over 10 years”
- d. “only 60 easy payments”

Q # 8 May a city restrict or prohibit all pointer arrows signs for homes for sale

- a. Yes, if the blanket restrictions serve a bona-fide, legitimate public interest
- b. Yes, but only if narrowly tailored to achieve a legitimate governmental interest
- c. None of the above
- d. Both A and B

Q # 9 An Iowa County wants to restrict the size of yard signs it:

- a. May NOT because only cities have the authority to limit signs
- b. May, but only if they specifically granted the authority by the Iowa Legislature
- c. May not because only the Iowa Real Estate Commission has the authority
- d. May because Counties always supercede city ordinances

Q #10 I can use the “REALTOR” trademark ...

- a. In Red, White and Blue colors under an Independence Day exemption found in the REALTOR® patent under color scheme regulation
- b. Only with complying with the REALTOR® rules
- c. In any reasonable manner as long as I am in good standing with the association
- d. Only when complimented with the Equal Housing Opportunity Logo

Free Speech Sales Meeting Quiz Answers

Q # 1 I may place a “SOLD” sign on a property, or in a newspaper ad and I was only on the selling side of a transaction

- a. any time you’ve had your hand in the selling of a house your entitled to announce it in any manner.
- b. either the listing or selling agent may place signs at any time after a purchase agreement has been inked.
- c. since there is no definition of “ who sold” the property, I may indicate in my brokerage ads not only that sale, but all the “solds” in the area.
- d. prior to closing, a cooperating broker may post a “sold” sign only with the consent of the listing broker.**

Answer = d. According to the National Association of REALTORS® Code of Ethics Article 12, only REALTORS® who participated in the transaction as the listing broker or cooperating broker (selling broker) may claim to have “sold” the property. After the close of the property, you would need the permission of the new owners of the property to place a sign upon it, and would need to comply with any applicable zoning rules and regulations from local governments. Also remember the brokerage is responsible for all supervision of advertising.

Q # 2 In bold print in the local paper it reads “I will sell your House in 6 months or I will sell it for free” – yet there is some cost associated with the sale of the property but it is:

- a. OK as long as I have a asterick referring to another document (ie listing agreement) for more details somewhere in the ad.
- b. OK because the public automatically knows that “sell” only means listing the property, and technically that is still being done for no charge for *that* service.
- c. Right in the gray area where the public could be mislead or deceived, therefore a violation of Iowa Rules and NAR Code of Ethics**
- d. OK because several advertisers on the internet indicate I’ve won a “free vacation” or “free” samples of product, or “free hotel stays” and the same legal principles apply to their advertising.

Answer = c. Remember ads shall present a “true picture” to the public under Article 12 of the Code, and in compliance with Chapter 10 of the revised Iowa Administrative Rules must not be “false, misleading or deceptive or intentionally misrepresent any property, terms, values or policies and services of the brokerage.”

Q # 3 A property ad also represents the firm is a “full service” brokerage – yet it does not belong to a MLS is:

- a. OK since you don't have to belong to the MLS to offer “full service”.
- b. OK since I fully explain my policy on cooperation or non-cooperation to all potential clients.
- c. OK since our area does not have a “formal” MLS, all local brokerages are “full service brokerages”.
- d. OK since there is more to “full service” than an MLS, especially when we can put our real property ads on an internet service provider.
- e. All of the Above**

Answer = e. All of the above. There is no definition of what, exactly, “full service” really is, however it potentially could be false, misleading, or deceptive or intentionally misrepresent any property, terms, values, or policies and services of the brokerage. Why not be perfectly clear in your ads what you and your brokerage do to provide “full service”? Promote your ability to attract and notify more persons of the property through the MLS.

These first questions shine light into problems when some terms such as “sold” “sell” and “full service” get thrown into advertising and other types of representations from brokerages. You must be very careful that the average public citizen does not get confused or is misled or deceived into what exactly you and your brokerage is providing for service to the client and consumer. The word “Free” is easily defined and understood.

Q # 4 A real property ad stating the property would be “Perfect for newlyweds/empty nesters” is

- a. Fine and does not violate fair housing rules.
- b. Right in a gray area of maybe discriminating against some class of people.**
- c. Strictly prohibited under the familial status provision under the Title IX of the Equal Protection Act.
- d. Expressly prohibited under the Iowa Civil Rights Commission Public Opinion letter dated April 1, 2000.

Answer = B. An ad may not have “adults only” or similar references in any advertising (unless qualified under a legally defined “housing for older persons”). Why risk and have to defend yourself against discrimination charges by violating the familial status provision of the Fair Housing Amendments Act to the Civil Rights Act of 1968 – so avoid this type of language.

Q # 5 Which of the following would be considered “advertising”

- a. Office stationary
- b. Business card
- c. Real property ad
- d. Name on pen
- e. **All of the Above**

Answer = e. All the above. Iowa Administrative Rule 10.1(1) reads “Advertising shall include all forms of identification, representation, promotion and solicitation disseminated in any manner and by any means of communication to the public for any purpose related to licensed real estate activity.” (emphasis added) *Can you think of ANY thing which would not fall within this very broad stoke of the definition of advertising?*

Q # 6 A real property ad must contain:

- a. Address of property
- b. **Name of brokerage or name under which the broker is licensed**
- c. Phone number of the brokerage
- d. The cell phone number of responsible sales agents

Answer = b. From Iowa Administrative rule 10.1 “Every broker, when advertising real estate, shall use the regular business name or the name under which the broker is licensed, and shall affirmatively and unmistakably indicate that the party is a real estate broker and not a private party.” The address and phone numbers are not strictly required.

Q # 7 Which of the following is NOT, under Regulation Z, a “trigger term” whereby if you have one of the items in an ad or on a yard sign, you must then have them all?

- a. **“Low Financing Available”**
- b. “Only 1.5% finance charge”
- c. “pay over 10 years”
- d. “only 60 easy payments”

Answer = a. If b, c, or d or amount of any payment, or Amount or percentage of any down payment is included in an ad then the following must also be provided: amount or percentage of any down payment, terms of repayment, and annual percentage rate according to Regulation Z.

Q # 8 May a city restrict or prohibit all pointer arrows signs for homes for sale

- a. Yes, if the blanket restrictions serve a bona-fide, legitimate public interest
- b. Yes, but only if narrowly tailored to achieve a legitimate governmental interest
- c. None of the above
- d. Both A and B**

Answer = d. Time, place and Manner restrictions such as prohibiting the arrow signs, but allowing regular yard signs are permissible by governing bodies if they meet the following tests:

- a. If the public interest is truly significant
- b. If the regulation is narrowly tailored to meet the stated public interest
- c. Leaves the speaker an adequate alternative means to speak.

Q # 9 An Iowa County wants to restrict the size of yard signs it:

- a. May NOT because only cities have the authority to limit signs
- b. May, but only if they specifically granted the authority by the Iowa Legislature**
- c. May not because only the Iowa Real Estate Commission has the authority
- d. May because Counties always supercede city ordinances

Answer = b. Counties do have the authority to restrict signs or billboards – or “pollution on a stick” as opponents prefer to call them, unless granted specific authority by the Iowa Legislature.

Q #10 I can use the “REALTOR®” trademark ...

- a. In Red, White and Blue colors under an Independence Day exemption found in the REALTOR® patent under color scheme regulation
- b. Only with complying with the REALTOR® rules**
- c. In any reasonable manner as long as I am in good standing with the association
- d. Only when complimented with the Equal Housing Opportunity Logo

Answer = B. The complete rules regarding the proper and legal use of the word REALTOR® and trademark rules and regulations including color schemes can be found at realtor.org