

193E—10.2(543B) Advertising under own name. Salespersons and broker associates are prohibited from advertising under their own names unless they are the owners of the property they are advertising for sale, rent, lease or exchange, and on which no brokerage fees are to be paid. The sale must be completely a “for sale by owner” transaction. The property cannot be listed or advertised in any way that would make it appear to be listed with a brokerage. The affiliated licensee cannot function in any capacity that requires a real estate license, and the licensee shall be responsible for all advertising conducted on the licensee’s own behalf.