

# **ARE YOU REQUIRED TO HAVE YOUR DRE NUMBER POSTED ON YOUR REAL ESTATE SIGNS?**

Early in 2009, the California Department of Real Estate issued its latest regulation regarding the placement of DRE numbers on Solicitation Materials. Even though the regulation is very specific as to what is required to have the DRE Lic. # clearly posted on it, it also clearly specifies what is not required to have the DRE # posted on it. To this day, there has been a great deal of confusion regarding whether or not the DRE# is also required on an agents listing sign, as well as their Open House signs. Nearly a day does not go by, where agents do not call and ask our staff if they need to have their DRE # showing on their signs.

We have contacted our friends, who work for the DRE and asked them to clarify this issue for us, and this is what they had to say. NO! Your Real Estate signs do not have to have the DRE # on them.

Hopefully this will help clear up the confusion that many agents are having regarding placing their DRE# on their signs. Below is a summary of the regulation, explaining what is and what is not required to have your DRE#.

## **DRE LICENSURE NUMBER MUST BE ON SOLICITATION MATERIALS**

The California Department of Real Estate (DRE) has recently adopted a new regulation clarifying the law that requires DRE license numbers on business cards and all other solicitation materials intended to be the first point of contact with consumers. The licensing law came into effect on July 1, 2009 as we previously reported.

Under the new section 2773 regulation adopted by the DRE, the solicitation materials that must contain the license identification number include the following items:

- ~ Business Cards;
- ~ Stationery;
- ~ Websites owned, controlled and/or maintained by the soliciting real estate license; and
- ~ Promotional and advertising flyers, brochures, email and regular mail, leaflets, and any other marketing or promotional materials designed to solicit the creation of a professional relationship between the licensee and the consumer, or intended to induce a consumer to contact the licensee about any licensed service.

DRE's new regulations also state that the following items **ARE NOT SOLICITATION MATERIALS** under the license number requirement:

- ~ Advertisements in electronic media, including radio, cinema, and television ads, and the opening section of streaming video and audio;
- ~ Printed advertising in any newspaper or periodical; and
- ~ “**FOR SALE**” signs placed on or around a property intended to alert the public the property is available for purchase or lease.

The regulations continues with details regarding the size of type and brokers involvement, but the important section of the regulation pertaining to the placement of DRE license numbers on agents For Sale signs is clearly spelled out above.