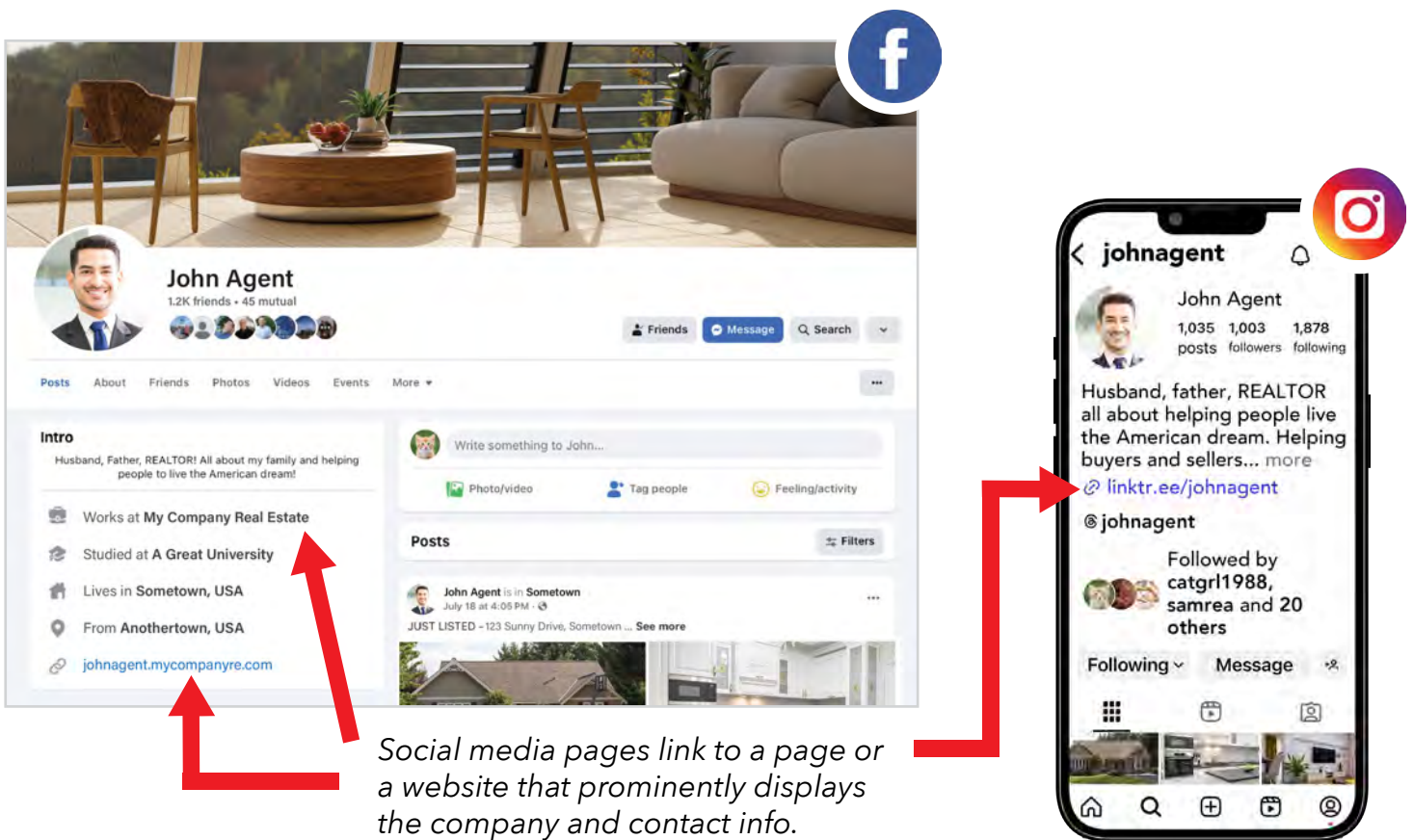


Connecticut DCP **SOCIAL MEDIA/WEBSITE** Advertising Regulations

SOCIAL MEDIA:

Any salesperson or associate broker advertising via publishing or posting on a social media website or a computer or mobile phone application, a text message or similar messaging service or an email

shall include the name of the salesperson or associate broker as it appears on the salesperson's or associate broker's license, prominently displayed, and a link to an internet website that complies with the requirements for internet websites (see next page).



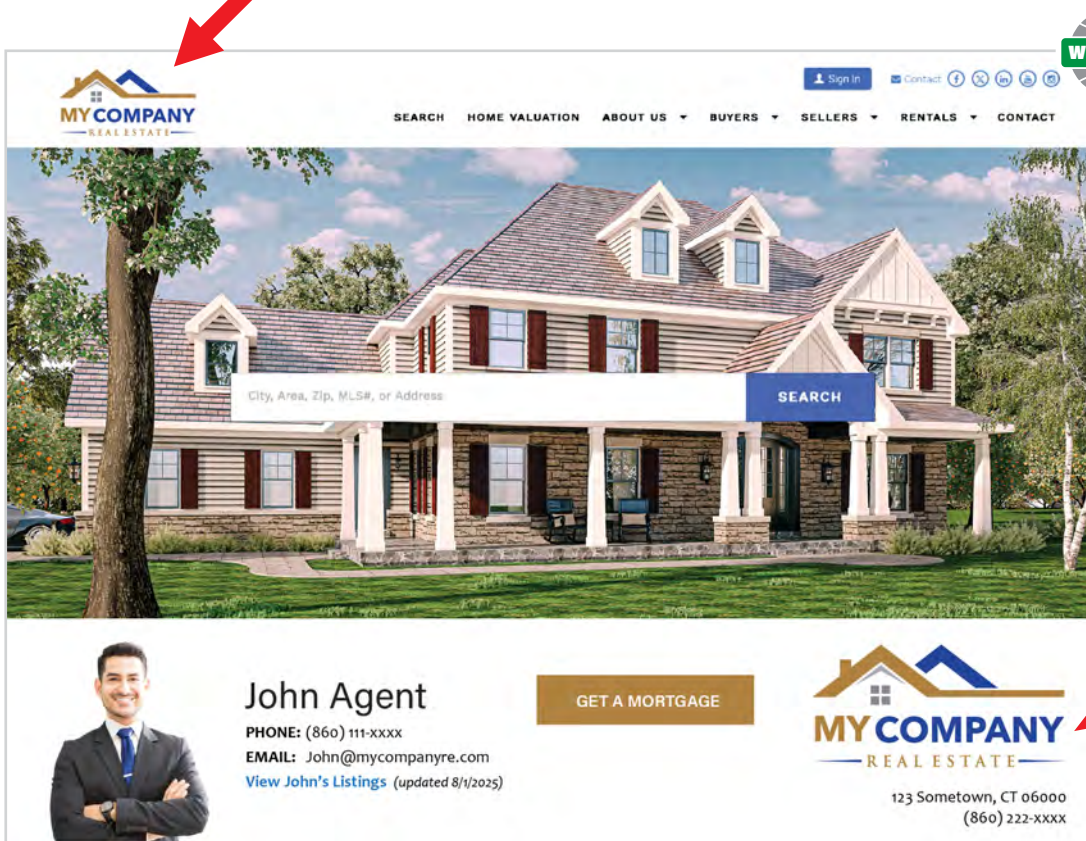
*This applies to all forms of **digital** advertising including, but not limited to:*

- Facebook
- Instagram
- TikTok
- Other Social Media Apps
- Emails
- Texts

TO COMPLY WITH CONNECTICUT DCP ADVERTISING REGULATIONS, EACH PAGE OF THE WEBSITE MUST INCLUDE:

- 1) Agent's name as it appears on license, prominently displayed;
- 2) Agent's phone number OR email address;
- 3) The last date on which property information shown on the internet website was revised, unless such property information is updated automatically as changes are made in the MLS;
- 4) The company name as it appears on the company's license and in at least the same size font as the name of the agent;
- 5) The company's phone number OR email address in at least the same size font as the agent's contact information;
- 6) When the company logo/image is used in place of the text for the company name, it must include the licensed name of the company, with the text of it legible and at least the same size as the agent's name.

Not sufficient if standalone as it is smaller than agent's info. This size is okay when a compliant-sized logo appears elsewhere on the page.



Company name and contact info is included and is at least the same size as agent's info. Website includes additional info as summarized above.

Note: DCP has relayed that while they do not enforce website accessibility rules in general, they want to ensure all viewers of a real estate website can read the name of the company, as required by advertising laws. When the company name is in the form of an image, it can only be read by a blind person if alternate text associated with it contains the name.