

6.4 Examples of advertisements

6.4.1 – Team ads

- The real estate agency's name must be prominently visible compared to the team's name in all forms of representation and advertising.
- Persons who do not hold a valid real estate brokerage licence must be identified by their administrative function.

Here is an example of **NON-COMPLIANT** advertising:



1 Team's name more predominant than agency's name.

2 Individuals are not identified by the category of licence they hold or their administrative function.

Here are a few examples of ads that are **COMPLIANT**:



✓ Agency's name is more predominant than the team's name.

✓ Minimum mandatory statements required are clearly identified.



✓ Agency's name is more predominant than the team's name.

✓ Persons who do not hold a valid real estate brokerage licence must be identified by their administrative function.

6.4 Examples of advertisements (Continued)

6.4.2 – Statistics, performance and sales guarantees or advertising when the immovable is sold

The following advertisement **IS PROBLEMATIC** because:

ADRIEN DUBOISÉ
REAL ESTATE BROKER

HAVRE MODERNE
REAL ESTATE AGENCY

#1 IN QUEBEC
More than just making promises, we deliver results!

HAVRE EXCELLENCE
DIAMOND DISTINCTION

721
real estate transactions in 2023

YOUR HOUSE SOLD
in 60 days or I'll buy it from you, guaranteed!

123-321-9876

- 1 It is an incomplete comparative advertising, creating confusion about the items being compared.
- 2 It mentions prizes and distinctions without specifying the awarding criteria.
- 3 It offers performance or sales guarantees, although this practice is prohibited.
- 4 It mentions the number of transactions carried out, without indicating the source.

The following advertisement **IS PROBLEMATIC** because:

SOLD!
at 94% of the asking price in just 27 days

HAVRE MODERNE
REAL ESTATE AGENCY

Listed and sold by
MARIE DUNTEL
REAL ESTATE BROKER

1234, rue du Passage | Asking price: \$790,000

- 1 It allows calculating the selling price based on the information provided.
- 2 It displays the asking price.

SOLD
\$1,249,000

JOSHUA BEAUSOLEIL
REAL ESTATE BROKER | REAL ESTATE AGENCY HAVRE PRESTIGE

This ad **IS AMBIGUOUS** because the price indicated suggests that it is the price accepted by the seller, which is not the case.

IT IS PROHIBITED TO MENTION A PRICE, whether the asking price or the price at which the property was sold.