

Okay

John Smith
The Smith Team

ABC Brokerage, Inc.
smithteamrealty.com
John@smithteamrealty.com

Not okay

John Smith
Smith Team Realty

ABC Brokerage, Inc.
smithteamrealty.com
John@smithteamrealty.com

Versus

The information on the left is okay because the team name does not contain any of the prohibited words in 61J2-10.026(4). The version on the right contains the term “realty” in the team name and would violate the rule. Note: The website and email address in this example may contain the term “realty” since that is not the team name.

Okay

John Smith & Jane Smith
The Smith Team

ABC Brokerage, Inc.
smithteamrealty.com
John@smithteamrealty.com
Jane@smithteamrealty.com

Not okay

John Smith & Jane Smith
The Smith Team

ABC Brokerage, Inc.
smithteamrealty.com
John@smithteamrealty.com
Jane@smithteamrealty.com

Versus

The reason the information on the right is not okay is that the team ad rule prohibits the team name from appearing larger than the brokerage name.