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October 15, 2013

RE: Advertising Complaints – Late E&O Renewals

Dear Active Status Designated Brokers,

The Commission is sending this letter to all active status designated brokers, and we encourage you to share the information with your associates and office staff.

One of this year's hot topics in the Enforcement Department has been advertising violations, especially with reference to social media and teams. Failure to include the broker's licensed business name and promoting a team name as a stand-alone brokerage are the most common problems. The Commission issued an updated Guideline 13 related to advertising in general and a new Guideline 12 pertaining to internet and social media advertising. Both are available at irec.idaho.gov under the Guidelines link. We also developed an educational video on advertising issues, entitled "It All 'Ads' Up," posted online at <http://www.youtube.com/watch?v=UMgUYwGbHvY>. Some brokers are requiring their agents to view the advertising video, which covers the most common types of advertising violations seen at the Commission. These resources are available to you for use in office meetings and training; we hope you find them helpful.

There were an inordinately large number of late E&O renewals this year, after several years of declining violations. We do not know the reason for this spike, but the Commission recently sent out non-compliance notices for the October 1 renewal, with copies to the designated broker. We appreciate your monitoring your associates' status to help us ensure everyone is covered by E&O insurance and has taken care of their obligations. Licenses who do not provide proof of insurance in a timely manner will have their licenses inactivated. If you provided an e-mail address as part of your contact information in the licensing database (in addition to your user name log-in), you should receive automatic e-mails from licensing@irec.idaho.gov if an associate's license is made inactive. We encourage you to log into the IREC online services and verify your current e-mail address is part of your contact/address information in our system.

Please do not hesitate to contact the Commission if you have any questions.

Sincerely,

Kelly Fisher, Chair
Idaho Real Estate Commission