

## California License Disclosure Requirements For Advertising

### Customer Experience

The State of California requires disclosure of licensure for real estate-related advertisements, and the marketing materials must include the LMC Living License Number #019883707.

### Standard

- Printed advertising including newspaper ads, periodicals, and direct mail (excluding editorials), in accordance with B&P 10140.6(a); regulation 2770.1 must include licensee information "**LMC Living, Inc. #019883707**"; however, there is no font size requirement.
- LMC's first point of contact solicitation materials including stationary, fliers, sales sheets, brochures, email and websites, in accordance with B&P 10140.6(b); regulation 2773, must include "LMC Living, Inc. #019883707" in a font size no smaller than the smallest font used in the advertisement. This does NOT apply to business cards, radio, cinema, television, the opening section of streaming video and audio, newspaper and periodicals.
- If an on-site professional is licensed in the state of California, business cards must include "LMC Living, INC" and the associates license number (not the LMC license number).
- Any and all print advertisements mentioned above and printed after January 9th 2017 must contain the above-stated licensee information. Additionally, printed material included in the list above but printed before January 9th 2017 must be modified to include the required information. For most printed collateral, it is recommended that a sticker with the appropriate information be added to the collateral materials.

### Last Modification was on:

*1/11/2018 3:45:50 PM*

### Attachments:

*Document has no attachments*