

## MARKETING LEGAL DISCLAIMERS

### SIR affiliates, minimum requirements – updated 09.10.19

Every piece of **printed literature** given directly to consumers (i.e., **brochures, postcards**), excluding stationery, business cards, promotional advertisements, listing ads and classified ads, must contain the following legal disclaimer, set in approximately 6-point type using Gill Sans typeface:

*© 2019 Vista Sotheby's International Realty. All rights reserved. The Sotheby's International Realty® and the Sotheby's International Realty Logo are service marks licensed to Sotheby's International Realty Affiliates LLC and used with permission. Vista Sotheby's International Realty fully supports the principles of the Fair Housing Act and the Equal Opportunity Act. Each franchise is independently owned and operated. Any services or products provided by independently owned and operated franchisees are not provided by, affiliated with or related to Sotheby's International Realty Affiliates LLC nor any of its affiliated companies.*

For **stationery, business cards, promotional advertisements, listing ads, classified ads** and **all signage**, the following Minimum Required Disclaimer must be used by all affiliates:

*Each franchise is Independently Owned and Operated.*

If a piece such as a **flyer, door hanger or postcard** is to be distributed to consumers, precede the previously mentioned legal disclaimers with:

*If your property is listed with a real estate broker, please disregard. It is not our intention to solicit the offerings of other real estate brokers. We are happy to work with them and cooperate fully. Information herein is deemed reliable but not guaranteed.*

Every piece of **broadcast communication**, e.g. radio (other than 10 second advertisements), TV commercials and locally produced TV shows, used by affiliates must contain:

*Vista Sotheby's International Realty. Each franchise is Independently Owned and Operated. Sotheby's International Realty® is a registered trademark.*

Every promotion for an **events with a speaker or outside vendor**:

*This event is for informational purposes only. There is no obligation to purchase or otherwise participate, and there is no guaranty of any work actually provided.*

**Note:** All first point of contact materials (i.e. advertisements, ads, signage, brochures, etc.) must include your full name, Vista Sotheby's International Realty, and your DRE#. Please refer to the Associates Guide for full details.