



New Rule When Using NJMLS Sold Listing Data in Advertising

Effective January 1st, 2006



The NJMLS Board of Directors has voted to require members to observe the following rule relating to advertising using "sold" listing data obtained from the NJMLS:

When advertising sold listings, you MUST include the listing office's name and selling office's name, UNLESS you or your office were involved in EITHER side of the transaction.

The existing disclaimer, which indicates properties were listed and sold by various Participants of the NJMLS, must continue to be used unless you listed and sold all properties being advertised.

The rule applies to all forms of advertising which includes, but is not limited to, direct mail, print ads, website displays, signage, flyers, etc.

Sample Advertising Conforming To New Rule

Recent Property Sales In Your Town



10 Maple Street
SOLD for \$650,000



185 Oak Street
SOLD for \$395,000



5 Willow Avenue
SOLD for \$875,000
Listed by ABC Realty
Sold by XYZ Realty

More sales...

\$380,000	105 Holly Court	Listed by ABC Realty, Sold by XYZ Realty
\$460,000	55 Pine Avenue	
\$550,000	45 Spruce Street	Listed & Sold by LMN Realty
\$725,000	1500 Cedar Lane	
\$750,000	445 Elm Road	
\$900,000	3 Birch Way	Listed by KLM Realty, Sold by QRS Realty

Properties featured were listed and sold by various Participants of the NJMLS between July 1, 2005 and September 31, 2005.

Mary Day Real Estate One Main Street, Anytown, NJ 07000



Call Mary Day
201-555-1212

New Rule effective 1/1/06

Existing Disclaimer

The new rule does not apply to sold properties in which you or your office were involved in either the listing or the selling side of the transaction.