



### **Branding Standards Approval Form**

1. Must use full brokerage name and/or logo in all branding materials
2. Company name and logo (Keller Williams Premier Realty) must be clearly and conspicuously displayed.
3. Team name or individual name cannot include "real estate", "properties", "company", etc. that may construe to the public that the team is its own real estate company ("group" or "team" are preferred use of names).
4. All team names MUST be approved by the company in writing PRIOR to use.
5. Any and all websites used to market your real estate business must prominently display the full company name, your name, state of licensure, and contact info.
6. The REALTOR, MLS and Equal Housing Opportunity logos must be displayed on all business cards, websites, and other marketing materials.
7. The REALTOR, MLS and Equal Housing Logos must be displayed on all For Sale and For Lease signs displayed on residential properties.
8. It is recommended that the REALTOR, MLS, and Equal Housing Opportunity logos be displayed on all marketing materials.
9. The disclaimer "Each Office Independently Owned and Operated" is to be displayed on all marketing materials, website, business cards, and For Sale and For Lease signs.

Effective immediately, ALL your marketing must comply with Keller Williams Premier Realty marketing policies

**NOTE: This policy applies to any and ALL marketing that you do for your real estate business, It covers all written, electronic, audio, video, Facebook, Instagram, LinkedIn, Etc. advertising. Your use of any vendor must contain language in your contract with that vendor that they must comply with the advertising requirements of the state governing authority, the Code of Ethics, and Keller Williams Premier Realty policies. If a vendor cannot comply with these requirements, then you must immediately end your relationship with said vendor.**

Any question regarding branding standards and guidelines please contact the Market Center.

I understand I must submit business cards, marketing materials, and sign proofs to Keller Williams Premier Realty for approval prior to ordering to ensure compliance with the state governing authority standards

---

Licensee Name

Licensee Signature

Date