



SOUTH CAROLINA CHEATSHEET

General Advertising Requirements

- Firm Name – Must be included in all advertising.
- Firm Telephone – Must be clearly displayed and legible.
- Licensee's Name – Must be the name on the license.
- Licensee's Telephone – If included, ensure it does not overshadow the firm's information.
- Logo (Optional) – While not required, if used, ensure it does not misrepresent the brokerage.

Advertising Property for Sale or Sold

- Firm Name and Telephone – Must be equal to or larger in size, prominence, and frequency than the licensee's name and telephone number.
- Accurate Property Representation – Do not mislead regarding price, features, availability, or condition.
- Fair Housing Compliance – No discriminatory language; include the Equal Housing Opportunity statement or logo.
- Brokerage Approval – Obtain broker-in-charge approval before publishing any advertisements.
- Owner's Consent – Written permission is required before advertising any property.
- MLS Listings – Follow local MLS guidelines when advertising properties listed by other agents or brokerages.

Digital & Social Media Advertising

- Brokerage Information – Must be included in all online ads, including social media posts and websites.
- Clear Disclosure – If advertising another agent's listing, the listing brokerage must be credited.
- Consistent Compliance – Ensure firm name and contact details appear on all web pages and social media profiles.

Additional Compliance Notes

- License Status – Clearly state if you are a licensed real estate professional.
- No False or Misleading Claims – Avoid misleading statements about your services, success rates, or property values.
- Expiring Listings – Do not advertise listings that are no longer available unless the status is correctly updated.