Advertising Regulation Guidelines

Definition

Advertising means any marketing or promotion of real estate and real estate-related services, regardless of the media.

More Info

As of April 1, 2026, the Virginia Real Estate Board Regulations define advertising to mean all communication disseminated through any medium to consumers for any purpose related to licensed real estate activity.

All advertising by a firm or affiliated licensee must contain a clear, legible, and conspicuous advertising disclosure, which must include the firm's name and the office contact information. The office contact information and any additional required information will be specified by the principal or supervising broker in the firm's written policies.

All advertising by an affiliated licensee must be done under the policies of a principal or supervising broker.

Any property information provided by and in control of the licensee in any advertising must be consistent with the property condition and the property's current contract status. A licensee who knows or discovers that a third party controls the advertising must make a timely written request for changes to be made.

All advertising must be updated in a timely manner whenever there is a material change to the listing status or property descriptions. A licensee who knows or discovers that a third party controls the advertising must make a timely written request for changes to be made.

Key Points

- There is no differentiation between print or digital advertising
- The "one click away" rule for electronic advertising has been removed

RICHMOND ASSOCIATION OF REALTORS®

Updated 4.7.26

FAQs

Definition

Q: How is advertising now defined?

A: Advertising means any marketing or promotion of real estate and real estate-related services, regardless of the media.

Disclosure

Q: What disclosure must appear in all advertising?

A: All advertising by a firm or affiliated licensee must contain a clear, legible, and conspicuous disclosure of both the firm's name and office contact information.

Categories

Q: What happened to the advertising categories in the old regulations?

A: The revised regulations eliminated the old categories of advertising, which previously treated various media differently. Now, one general advertising standard applies to all formats.

Office Contact

Q: What is "office contact information"?

A: Office contact information means a telephone number, email address, or web address of the firm or branch office, or a digital link thereto when used in digital advertising. The principal or supervising broker must determine what office contact information must appear in all advertising.

The contact information required by the principal or supervising broker must be clearly established in written brokerage office policy, including any additional information beyond the minimum regulatory disclosure that the firm may require.

One-Click Rule

Q: What happened to the "one-click rule" for websites?

A: The requirement that the brokerage name be "one click away" in electronic advertising has been removed. The disclosure of the firm name and office contact information must be included in all advertising regardless of the type of advertising. For online ads and posts, a digital link to the required office contact information must be used.

RICHMOND ASSOCIATION OF REALTORS®

Updated 4.7.26