

Brokerage Sign & Advertising Compliance Checklist

This checklist covers required information for real estate signage and advertising in Maryland (MD), Virginia (VA), West Virginia (WV), District of Columbia (DC), Pennsylvania (PA), and Delaware (DE). Use this guide to confirm that all sign and marketing materials meet state compliance requirements.

Maryland (MD)

- Brokerage name must be displayed exactly as registered with MREC.
- Broker's name must be meaningfully and conspicuously displayed.
- Team names must include 'team' or 'group' and not be misleading.
- Agent name, phone, and email are optional but must not be more prominent than brokerage.
- No abbreviations unless registered with MREC.

Virginia (VA)

- Firm name and licensed firm phone number must be clearly displayed.
- Team names must include 'team' or 'group' and must always appear with the brokerage name.
- Advertising must clearly show affiliation with a licensed brokerage.
- Agent info allowed but must not overshadow brokerage details.

West Virginia (WV)

- Broker's name as licensed must be included in all advertising.
- Team names must include 'team' or 'group'.
- Broker's phone number must appear on signage and ads.
- Agent contact info may be added but cannot be more prominent than the broker.

District of Columbia (DC)

- Licensed brokerage name must be included exactly as recorded.
- Team names must include 'team' or 'group'.
- Brokerage name must be at least as large as the agent/team name.
- Broker designation (managing, associate) must be accurate if displayed.

Pennsylvania (PA)

- Broker's name and phone number must be included.
- Salesperson name must be accompanied by the broker's business name.
- No advertising solely in salesperson's name.
- Team names must include 'team' or 'group'.
- Brokerage name must appear clearly on websites and domains.

Delaware (DE)

- Brokerage name as licensed must appear on all advertising.
- Team names must include 'team' or 'group'.
- Brokerage phone number must be included on signs and advertising.
- Personal contact info may be added but not more prominent than brokerage.

Combined Requirements for All 6 States

- Brokerage name exactly as registered (conspicuous, not abbreviated unless registered).
- Brokerage phone number included (required in VA, WV, PA, DE).
- Team names must include 'team' or 'group' and appear with brokerage name.
- Agent name and contact info may be included but cannot overshadow brokerage.
- Equal Housing Opportunity logo recommended.
- Broker designation must be accurate when displayed (especially in DC).