



Real Estate Marketing Strategist Compliance Checklist

General Compliance

- Verify Accuracy:** I ensure all property descriptions and claims in my marketing materials are factual and substantiated.
- Maintain Transparency:** I clearly state my name, brokerage, and license number in all advertisements.
- Avoid Discrimination:** I review content to ensure it does not discriminate based on race, gender, religion, or other protected characteristics.

Federal and Provincial Laws

- Prevent Misleading Advertising:** I ensure all advertising content complies with the federal Competition Act and provincial consumer protection legislation regarding misleading advertisements.
- CASL Compliance:** I obtain explicit consent for electronic marketing and provide clear unsubscribe options to comply with the Canadian Anti-Spam Law.
- Validate Claims:** I verify that all performance and price claims are accurate, truthful, and not misleading.

Specific Advertising Mediums

- Social Media Oversight:** I ensure that all professional social media posts, including personal accounts used for professional purposes, adhere to advertising guidelines.
- Email Marketing Integrity:** I maintain an updated and consent-verified email list and ensure the content meets all legal standards.
- Print Media Accuracy:** I check that print ads are as clear and informative as digital ads, including necessary disclosures.

Endorsements and Testimonials

- Disclose Influencer Partnerships:** I ensure transparency in paid endorsements or influencer marketing efforts, clearly disclosing any partnerships.
- Authentic Testimonials:** I use only genuine and freely given customer testimonials in my marketing.

Promotions and Contests

- Ensure Legal Compliance for Contests:** I manage promotional contests in accordance

with Canadian contest laws, ensuring clarity in entry methods, odds, and prizes.

Product-Specific Regulations

- Follow Sector-Specific Rules:** I adhere to advertising rules specific to my real estate specialty, whether residential, commercial, or luxury properties.
- Documentation and Record Keeping**
- Maintain Consent Records:** I keep detailed records of consent for all contacts, especially for email marketing.
- Document Ad Approvals:** I store copies of approvals and relevant correspondence for advertising content, particularly for campaigns with complex requirements.

Continuous Education

- Update Knowledge Regularly:** I stay informed about updates to advertising laws and RECA guidelines.
- Engage in Professional Development:** I actively participate in training sessions and workshops on ethical advertising and compliance.

This checklist is tailored to help marketing strategists in real estate navigate the complexities of compliant advertising, ensuring that all marketing efforts are both effective and within legal bounds