



Watch 2019 SVVAR President, Bridgett Bowers, 2019 SVVAR President-Elect, Ken Robertson, and 2019 SVVAR Treasurer, Debbie Smith talk about this years accomplishments and events coming up.

## ADVERTISING CHECKLIST FROM JAN STEWARD

# ARIZONA REALTORS® ADVERTISING CHECKLIST

When advertising, can you answer "yes" to ALL of the following questions to ensure compliance with Arizona rules and statutes?



## Broker Approval

Has the advertisement been submitted to the Designated Broker for compliance review prior to release?

  
YES  
NO

## Name of Licensee

Does the advertisement use the licensee's name exactly as it appears on their real estate license?

  
YES  
NO

## Brokerage Name

Does the advertisement identify in a clear and prominent manner the employing broker's legal name or the DBA name contained on the employing broker's license certificate?

  
YES  
NO

## Franchise

If the brokerage is an office of a franchise, does the advertisement identify the specific office in addition to displaying the franchise name?

  
YES  
NO

## Another's Listing

If advertising property that is the subject of another person's real estate employment agreement, does the advertisement display the name of the listing broker in a clear and prominent manner?

  
YES  
NO

## True & Accurate Picture

Does the advertisement contain accurate claims and representations and fully state factual material? Does the advertisement avoid misrepresenting the facts or creating a misleading impression?

  
YES  
NO

## Team Advertising

If published by a real estate team, does the advertisement make it clear that the team is part of an employing brokerage and does it identify the employing broker in a clear and prominent manner?

  
YES  
NO

## Games of Chance

Does the advertisement avoid soliciting prospects for the sale, lease or use of real property through a promotion of a speculative nature involving a game of chance or risk, or through conducting lotteries?

  
YES  
NO

## Payment of Compensation for Referral Fees

Does the advertisement avoid offering compensation or anything of value to an unlicensed person in exchange for the referral of a prospective client or customer?

  
YES  
NO

## Property Owned by Licensees

If the licensee is advertising their own property for sale, lease or exchange, does the advertisement contain the words "owner/agent"?

  
YES  
NO

## Unlicensed Assistants

If the advertisement includes an unlicensed assistant, is the individual identified as being "unlicensed"?

  
YES  
NO

255 E. Osborn Rd., Suite 200 • Phoenix, AZ 85012  
Phone: 602.248.7787 • Toll-free in AZ: 800.426.7274 • Fax: 602.351.2474  
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# FOCUS

**2019 ARIZONA REALTORS® CONVENTION**

**Monday, March 25 - Thursday, March 28**

This year's convention is all about YOU and your BUSINESS! You will connect with some of the brightest, most successful minds in real estate sharing strategies, tips and techniques that made them successful.

## **23 BREAKOUTS**

- Focusing on strategies for marketing, listings, buyer/seller counseling, business plan check-up, lead conversions, reputation management, teams, office culture, value proposition, open houses, communication, tech tools and transitioning from zipForm to TransactionDesk.

## **2 C/E CLASSES**

- Legal Issues with Nikki Salgat and Jim Sexton
- Fair Housing/Diversity with Theresa Barnabei

## **21+ SPEAKERS**

- REALTORS® from Arizona and all over the Country sharing their success strategies.

## **4 SUPERSTAR PANELS**

- Hear how the panelists made it to where they are today, and what they've learned that could help you! Go ahead, pick their brains!

## **COUNTLESS NETWORKING OPPORTUNITIES**



**Fee:**  
**All this for only \$199**  
**(valued at \$595).**

**Location:**  
**Scottsdale Plaza Resort**  
**7200 N. Scottsdale Rd,**  
**Scottsdale, Arizona 85253**

**For More Info:**

**[www.aaronline.com/increase-knowledge/convention/](http://www.aaronline.com/increase-knowledge/convention/)**



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## 10 Reasons to Attend

- 1 Become Part of the Conversation**  
Panel discussions, networking sessions, and breakouts designed to put you in conversations with peers and industry leaders.
- 2 Evolve**  
Find out what's new and what's coming to be better positioned to be first out of the gate.
- 3 Transaction Desk Training**  
Be the first to get training on Arizona REALTORS® new forms software Transaction Desk.
- 4 Fresh Ideas**  
Hear new strategies from REALTORS® across Arizona and the country who are rocking their markets.
- 5 Network**  
Mix and mingle with successful agents and influencers from Arizona and throughout the country. There is no substitution for meeting someone IRL.
- 6 Inspiration**  
Get inspired with all the new ideas and fresh perspectives you will hear at the convention.
- 7 Make Connections**  
Grow your referral network by building relationships with REALTORS® across the state.
- 8 Value for Your Money**  
One tip...one referral...one closing you get because you attended will more than pay the \$199 registration fee.
- 9 Grow**  
Learn new business strategies for marketing, leads, listings, service level, keeping deals together and open houses.
- 10 Adapt**  
Take your practices that don't necessarily work today and learn to adapt them to tomorrow's consumer.

**For More Info:**

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