

ANSWERS TO AUGUST QUIZ:
Answers for the August Questions of the Month
Holly Meneou is the Winner!!

What is Advertising?

The activity of attracting public attention to a product or business, as by paid announcements in the print, broadcast, or electronic media.

Question 1: If you advertise to have the public come into the office for a list of properties in a specific subdivision for sale, do you first need to have permission from listing agents and display the brokerage name after every listing?

Answer: Yes

Question 2: The owner of a home in a subdivision lists the home with broker #1. Broker #1 does not have any other listings in the subdivision. Broker #2 specializes in the sale of homes in the subdivision. Broker #1 has requested the assistance of broker #2 in advertising the home for sale. Broker #2 has placed advertising in a local publication with no reference to broker #1 being the listing broker. Does this advertising by broker #2 have to name broker #1 as the listing broker?

Answer: Yes

Question 3: I would like to provide statistical information to my clients and prospects in my newsletter. According to the MLS Rules and Regulations I cannot do so without a disclaimer that the information has been provided by the MLS.

Answer: True Safe Answer: Check your local MLS rules and regulations.

Based on information from the association of REALTORS® (alternatively, from the ____ MLS) for the period (date) through (date).

Question 4: "Coming Soon" Listings and Pocket Listings are the same.

Answer: False

A pocket listing usually means that a property is not advertised on the multiple listing service (MLS). There is usually only an understanding that the seller will sell the property if the right offer is presented.

"Coming soon" listings are usually listings that there is a fully executed listing contract but marketing will be delayed due to various reasons.