

BEFORE Posting Online

Review Your Post with this Compliance Checklist

Based on AZ AAC R4-28-502 & R4-28-503

Does my employing broker's legal name (or licensed DBA) appear clearly and prominently in this specific post - not only on my profile page?

R4-28-502(E)

Is the broker name visible in the immediately viewable portion of the post without the viewer having to scroll, tap "more," or expand anything?

R4-28-502(J)

Are all property details in the post - price, size, features, location, lot size - accurate and verified? No misleading impressions, no ambiguous claims?

R4-28-502(C)

If this is another agent's listing, have I included a disclosure that the property is not representative of my transaction history? (and reference the listing brokerage?)

R4-28-502(F)

Do I have written consent from the property owner to publish this specific property to social media?

R4-28-502(I)

If I am advertising my own property or a fellow licensee's property, does the post include the words "owner/agent"?

R4-28-502(B)

If any photos are virtually staged or AI-enhanced, is that clearly disclosed within the visible portion of the post?

R4-28-502(C)

If I am making a promotional offer, have I used complimentary/incentive language only - no "prize," "award," "win," or similar terms?

R4-28-503(A)

If a promotional offer is included, are all terms, costs, conditions, restrictions, and expiration date disclosed in writing before participation - visible in the original post?

R4-28-503(B)

Does the post make clear that a licensed professional is involved - no content that could imply a for-sale-by-owner situation?

R4-28-502(A)

Don't forget Broker Approval!!

R4-28-502(G)

A quick note: This checklist is a helpful starting point, not a legal opinion. Rules change, situations vary, and nothing here replaces the advice of a qualified attorney or a direct conversation with the AZ Department of Real Estate. Use it as a guide — then verify anything that applies to your specific circumstances. Check with your broker for specific requirements.