

## **Advertising Guidelines on REALTOR.com®**

### **Overview**

Homestore has contractual and implied responsibilities to assure all advertising complies with the National Association of REALTORS® objectives and business practices. The business rules that follow define the parameters for advertising in Virtual Tours and other 3<sup>rd</sup> party hosted links on REALTOR.com®. Compliance with these rules should assure appropriate expectations on behalf of all of our partners.

Key concerns include:

1. No FSBO's (For Sale By Owners) are on the site. Ads that promote or link to FSBO's are prohibited. This includes any information that refers to property for lease or sale directly by the owner without assistance of a licensed real estate broker or salesperson.
2. No controversial ads. Ads that relate to a sensitive area in the Real Estate Industry, a current event that consumers might find offensive, or a new agreement with a partner are not allowed.
3. No ads for Restricted Advertisers are displayed on a page that has a single property listing. These Ads are generally real estate related advertisers on Virtual Tours or 3<sup>rd</sup> party links spawned from pages with a single listing. Unless it can be proven that the advertisement within a given Virtual Tour or 3<sup>rd</sup> party link is either agent or broker authorized these are prohibited.
4. No referral fees are to be charged to the REALTORS®. Ads with referral fees, or links to places where there are referral fees are prohibited.
5. No links off to competitor's sites or commingling of competitor sites or links thereto on any REALTOR.com® page. Display ads that direct the REALTOR.com® user, to competing sites such as, mortgage, title or escrow companies is not permitted. For example; The 'Homes and Land' ad may not include a link to their Find a Home section, it may only ask the consumer to subscribe to their magazine.