

Guidelines for Team Names

Section 4-6(5) of the Council Rules provides that, “If the Council approves a team name for a group of related licensees, real estate advertising may also identify the group by this team name.”

Approvals of team names are made on a case-by-case basis. In order to have a team name approved, licensees are simply required to submit their request to the Council, in writing, setting out:

- the team name they would like to have approved; and
- the names of the members of the team, both licensed and unlicensed.

Licensees may submit more than one team name for consideration, indicating their order of preference of names for approval. Only one name will be approved.

Over the years, the Council has developed and adopted the following general guidelines to be applied in the approval of team names:

- To ensure that the public is not mislead or confused, a team name must not give the impression of being an incorporated company or brokerage, i.e. Joe Blogg and Company, Joe Blogg Realty, Blogg Real Estate Services.
- Acceptable team names, for example, may include the words, “Team”,

“Group”, “Associates”, “Network”

- No team name will be approved that may be confused with an existing brokerage.
- No team name will be approved that is identical to an existing, approved team name.
- A team must consist of more than one person and include at least one licensee.
- Any unlicensed team member must be identified as being unlicensed in any team advertising in which they appear.
- All licensed team members must be licensed with the same brokerage.

Typically, once a request for a team name approval is received by the Council, the licensee who submitted the request will be advised within a week to ten days, in writing, whether or not the name has been approved. The managing broker will be copied with the Council’s letter.

It is the obligation of the licensed team members to advise the Council, in writing, when any team member leaves the team or a new member joins. This requirement also applies when a team member transfers or surrenders their licence.

It is important that all teams remain mindful of the requirement that, in all advertising, the name of their brokerage must be



prominently displayed and easily readable in relation to the rest of the advertisement. For example, including the name of the brokerage at the bottom of a website, in small print, does not satisfy the requirements of 4-6(2) of the Council Rules.

Additionally, it is important for all licensed team members to remember that, as individual licensees, they maintain their obligation to comply with all of the provisions of the *Real Estate Services Act*, the Regulations, Bylaws and Council Rules. The fact that one licensee member of the team may be promoted as the “lead” licensee of the team in no way diminishes the other team members’ legislated responsibilities and obligations to comply. ■