

Department of Legislative Services  
Maryland General Assembly  
2003 Session

FISCAL AND POLICY NOTE

House Bill 952  
Economic Matters

(Delegate Fulton)

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**Real Estate Salespersons and Associate Real Estate Brokers - Display of Name of  
Affiliated Business in Advertisement**

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This bill extends to October 1, 2004 the date by which a licensed real estate salesperson or licensed associate real estate broker must have the full name of the business with which they are affiliated in the same size as their name or trade name in advertisements.

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**Fiscal Summary**

**State Effect:** This bill would not materially affect State government operations.

**Local Effect:** None.

**Small Business Effect:** Minimal. This bill will allow small businesses more time to comply with advertising requirements.

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**Analysis**

**Current Law:** Licensed real estate salespersons and licensed associate real estate brokers may not advertise unless: (1) the name or trade name of the licensed real estate salesperson or licensed associate real estate broker, as the name or trade name currently appears on the license certificate and pocket card issued by the Real Estate Commission, is meaningfully and conspicuously displayed in an advertisement; and (2) the full name of the business, not a logo of the business, with which the licensed real estate salesperson or licensed associate real estate broker is affiliated is meaningfully and conspicuously displayed in a size that is at least as large as the name or trade name of the licensed real estate salesperson or licensed associate real estate broker. The size requirement for the advertising is effective October 1, 2003.

Advertisement means any oral, written, or printed media advertisement. It includes any correspondence, mailing, newsletter, brochure, business card, for sale or for lease sign and sign rider, promotional item, automobile signage, telephone directory listing, television announcement, radio announcement, telephone solicitation, and World Wide Web and Internet voice overs.

Trade name means the individual name of a licensed real estate salesperson or licensed associate real estate broker other than the licensed real estate salesperson or licensed associate real estate broker's full legal name. Trade name includes first name, nickname, or last name.

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### **Additional Information**

**Prior Introductions:** None.

**Cross File:** None.

**Information Source(s):** Department of Labor, Licensing, and Regulation; Department of Legislative Services

**Fiscal Note History:** First Reader - March 5, 2003  
mdf/jr

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