

# HOUSE BILL 123

C2

9lr0482

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By: **Delegate Miller**

Introduced and read first time: January 21, 2019

Assigned to: Economic Matters

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## A BILL ENTITLED

1 AN ACT concerning

2 **Real Estate Salespersons and Brokers – Advertisements – Use of “and**  
3 **Associates”**

4 FOR the purpose of authorizing certain licensees of the State Real Estate Commission to  
5 advertise using the words “and associates”; and generally relating to advertisements  
6 for real estate brokerage services.

7 BY repealing and reenacting, with amendments,  
8 Article – Business Occupations and Professions  
9 Section 17–527.2  
10 Annotated Code of Maryland  
11 (2018 Replacement Volume)

12 SECTION 1. BE IT ENACTED BY THE GENERAL ASSEMBLY OF MARYLAND,  
13 That the Laws of Maryland read as follows:

14 **Article – Business Occupations and Professions**

15 17–527.2.

16 (a) (1) In this section the following words have the meanings indicated.

17 (2) “Advertise” means the use of any oral, written, or visual advertisement  
18 by a licensed real estate salesperson, licensed real estate broker, licensed associate real  
19 estate broker, or other person on behalf of a licensed real estate salesperson, licensed real  
20 estate broker, or licensed associate real estate broker.

21 (3) (i) “Advertisement” means, unless the context requires otherwise,  
22 any oral, written, or printed media advertisement.

23 (ii) “Advertisement” includes any correspondence, mailing,

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EXPLANATION: CAPITALS INDICATE MATTER ADDED TO EXISTING LAW.

[Brackets] indicate matter deleted from existing law.



1 newsletter, brochure, business card, for sale or for lease sign and sign rider, promotional  
2 item, automobile signage, telephone directory listing, television announcement, radio  
3 announcement, telephone solicitation, and World Wide Web and Internet voice-overs.

4 (4) (i) "Designated name" means the individual name of a licensed real  
5 estate salesperson, licensed real estate broker, or licensed associate real estate broker other  
6 than the licensed real estate salesperson's, licensed real estate broker's, or licensed  
7 associate real estate broker's full legal name.

8 (ii) "Designated name" includes a first name, nickname, or last  
9 name.

10 (b) A licensed real estate salesperson, licensed real estate broker, or licensed  
11 associate real estate broker may not advertise unless:

12 (1) the name or designated name of the licensed real estate salesperson,  
13 licensed real estate broker, or licensed associate real estate broker, as the name or  
14 designated name appears on the license certificate and pocket card issued by the  
15 Commission, is meaningfully and conspicuously included in the advertisement; and

16 (2) the name of the business with which the licensed real estate  
17 salesperson, licensed real estate broker, or licensed associate real estate broker is affiliated:

18 (i) is meaningfully and conspicuously included in the  
19 advertisement; and

20 (ii) is the full name of the business and not a logo used by the  
21 business.

22 **(C) A LICENSED REAL ESTATE SALESPERSON, LICENSED REAL ESTATE**  
23 **BROKER, OR LICENSED ASSOCIATE REAL ESTATE BROKER MAY ADVERTISE USING**  
24 **THE WORDS "AND ASSOCIATES".**

25 SECTION 2. AND BE IT FURTHER ENACTED, That this Act shall take effect  
26 October 1, 2019.