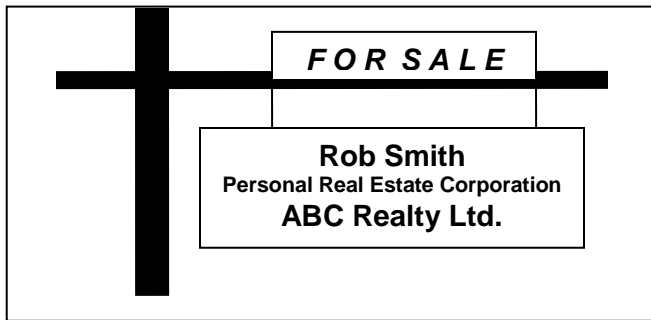


Permissible Advertising for PRECs

Section 4-6 of the Council Rules describes allowable advertising. All advertising must include the name of the related brokerage. The section further states that a licensee must advertise using their 'licensee name'. A PREC's licensee name is its legal name. Advertising that identifies an individual who has a PREC must use the licensee name of the PREC, not the individual's name. Therefore, it is important for the controlling individual to ensure that the legal name of its PREC is the name in which they wish to advertise. For example, if Robert Smith has a PREC with the licensee name of Rob Smith Personal Real Estate Corporation, advertising must refer to Rob Smith Personal Real Estate Corporation, not Robert Smith. There is no requirement that the font must all be the same, but the term 'personal real estate corporation' must be clearly included. Continuing with the example, the advertising might appear as

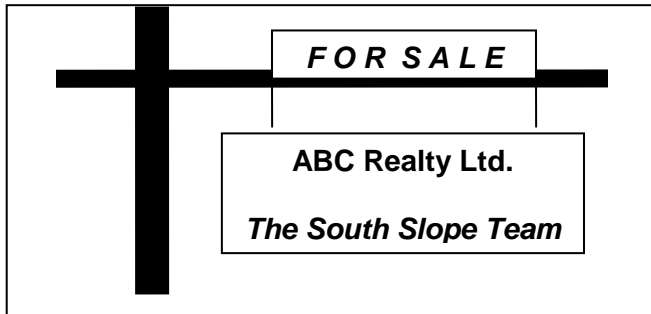
Rob Smith
Personal Real Estate Corporation

The following examples display acceptable forms of advertising for Personal Real Estate Corporations.



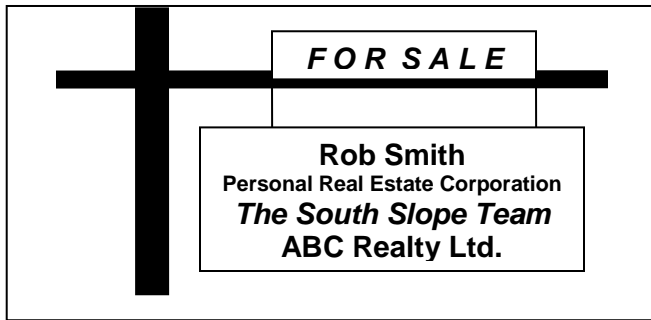
Example A

If Robert Smith is a member of a team (e.g. The South Slope Team), the name of that team may be used in advertising.






Example B

The name of Rob Smith's Personal Real Estate Corporation may also be included with the team name in advertising.



Example C

The following is an example of an acceptable form of PREC advertising for newspaper/ internet or other print advertising.

| | | |
|---|---|---|
|  | <p>Four bedroom west-coast contemporary in Sunshine Hills area. Cross-hall plan. Newly renovated kitchen and bathroom. \$1,600,000.</p> | <p>ABC Realty Ltd.</p> <p>Call Rob Smith Personal Real Estate Corporation</p> <p><i>The South Slope Team</i></p> <p>1234 Front Street Surrey, BC Tel 604-123-1234 Email rob@abcrealty.com</p> <p>Your Delta and South Surrey Area Expert!</p> |
|  | <p>Brand new 5 bedroom, 5 bathroom home. Built-in home theatre room. Four car garage. Beautiful kitchen with granite countertops. Panorama Ridge area. \$1,400,000.</p> | |
|  | <p>Newly built 4 bedroom home on large lot in Sunshine Hills neighbourhood. Stainless steel appliances. Fully finished basement with suite potential. \$990,000</p> | |

Example D