

Attention: Additional Information Regarding the Changes Impacting Real Estate Advertising

September 18, 2017

Public Act 502 of 2016 amended Article 25 of the Michigan Occupational Code (Code), 1980 PA 299.

The new law requires that in any advertising displayed or published on or **after January 1, 2018**, the name of the employing broker, as on file with the Department, must be in equal or greater type size than the names of any associate broker, salesperson, or cooperating group. It is still a requirement that all advertisements also include the phone number OR address of the employing broker.

The Department has been working with the Michigan Realtors® to anticipate questions regarding how this new law will be interpreted and enforced by the Department. Since “type size” was not defined in the statute, the Department will interpret it to mean either:

1. The height of the block containing the name of the associate broker, salesperson, or cooperating group of associate brokers or salespersons does not exceed the height of the block containing the name of the employing broker, OR
2. The point size of the majority of the letters in the name of the associate broker, salesperson, or cooperating group of associate brokers or salespersons does not exceed the point size of the tallest word in the name of the employing broker.

Please read this entire new section of law ([MCL 339.2512e](#)) which contains this and other advertising requirements.

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