

# ADVERTISING RULE #1

*Note: All advertisements will be subject to the most current advertising rules of the New Jersey REALTORS® in the current year's application regardless of when the award recipient last applied or received the award.*

## **ADVERTISING RULE #1:**

Neither you, the agency with which you are associated, nor anyone on your behalf or with your authorization shall in any manner advertise, publish or distribute prior to February 1, 2025 that you are a recipient, qualified or eligible to receive the NJ REALTORS® Circle of Excellence Sales Award® or NJ REALTORS® Distinguished Sales Club for the year 2024. You will receive notification from NJ REALTORS® application by January 27, 2025.

## **ADVERTISING RULE #1 ENFORCEMENT:**

The award is an individual award. In the event of any violation of Advertising Rule #1, regardless of who is responsible for the creation or submission of the paid or unpaid advertisement, promotions or any other item submitted for publication or distribution, including but not limited to, business cards, e-mails, newspapers, magazines, websites, social or digital media and any other item submitted for advertisement, publication or distribution, by you, a publisher, a broker, a manager, an assistant or anyone else on your behalf or with your authorization, NJ REALTORS® will enforce the respective penalties against you. A local board posting or otherwise advertising the award recipients to their respective members prior to the February 1, 2025 deadline shall not be considered in violation of Advertising Rule #1.

## **ADVERTISING RULE #1 PENALTIES:**

**First Violation:** \$1,000 fine or loss of the award, at the discretion of the applicant.

**Second And Subsequent Violations:** You shall be ineligible to receive the award for the year you applied, if you otherwise would have achieved the award, or you will not be eligible to apply the following year.

If you falsely advertise your achievement of the award, you will not be eligible to apply the following year. Also, if an advertisement with the same violation already has been placed in a publication prior to receiving written notice and you cannot in good faith correct that advertisement, that advertisement shall be considered to be the same violation.

**ALL FINES MUST BE MADE PAYABLE TO THE NJ REALTORS® EDUCATIONAL FOUNDATION.**

# ADVERTISING RULE #2

All advertisements, publications or distributions of items acknowledging your achievement of the NJ REALTORS® Circle of Excellence Sales Award® **must contain the following three items:**

- Award recipient's name
- At least one year the award was achieved (can be ANY OR ALL years achieved)
- One of the following three names, which must include NJ REALTORS® at the beginning of the name:
  - NJ REALTORS® Circle of Excellence Sales Award®
  - NJ REALTORS® Circle of Excellence Award
  - NJ REALTORS® Circle of Excellence

It is **optional** to use the level of the award (bronze, silver, gold, platinum), but if the level is used, you must use the correct level for each year you are advertising.

All advertisements, publications or distributions of items acknowledging your achievement of the NJ REALTORS® Distinguished Sales Club **must contain:**

- One of the following two names, which must include NJ REALTORS® at the beginning of the name:
  - NJ REALTORS® Distinguished Sales Club
  - NJ REALTORS® Distinguished Sales Club Award

Any use of either award names (including multiple occurrences within the same advertisement) must adhere to the above rules.

There should be no confusion as to who the award recipient is in advertisements. If a team name is used in advertising, it must be clear that the individual is, or individuals on the team are, the award recipient(s), not the team. Under no circumstances may a team advertise as a recipient of the award.

## **ADVERTISING RULE #2 ENFORCEMENT:**

This award is an individual award and, in the event of any violation of Advertising Rule #2, regardless who is responsible for the creation or submission of the paid or unpaid advertisement, promotions or any other item submitted for publication or distribution, including but not limited to business cards, e-mails, newspapers, magazines, websites, social or digital media and any other item submitted for advertisement, publication or distribution, by you, a publisher, a broker, a manager, an assistant or anyone else on your behalf or with authorization, NJ REALTORS® will enforce the respective penalties against you. If a brokerage, or team, violates the advertising rule, penalties will be assessed against those brokerage's agents, or team members, who are award recipients. A local board incorrectly posting or otherwise advertising the winners of the award shall not be considered in violation of Advertising Rule #2.

## **ADVERTISING RULE #2 PENALTIES:**

Note: With regard to group advertisements, each individual included in the advertisement who does not comply with Advertising Rule #2 shall be deemed to have separately violated this rule and will be subject to the below penalties.

**First Violation:** \$100 fine. If you fail to pay the fine and correct the violation within 30 days of receipt of written notification, you automatically will lose the award for the last year for which you have achieved the award and will not be eligible to apply the following year.

**Second Violation:** \$500 fine. If you fail to pay the fine and correct the violation within 30 days of receipt of written notification, you automatically will lose the award for the last year for which you have achieved the award and will not be eligible to apply the following year.

**Third and Subsequent Violations:** \$1,000 fine. If you fail to pay the fine and correct the violation within 30 days of receipt of written notification, you automatically will lose the award for the last year for which you have achieved the award and will not be eligible to apply for the award the following two years.

If you falsely advertise your achievement of the award, you will not be eligible to apply the following year. Also, if an advertisement with the same violation already has been placed in a publication prior to receiving written notice and you cannot in good faith correct that advertisement, that advertisement shall be considered to be the same violation.

**ALL FINES MUST BE MADE PAYABLE TO THE NJ REALTORS® EDUCATIONAL FOUNDATION.**

# ADVERTISING

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## **EXAMPLES OF HOW TO ADVERTISE:**

- NJ REALTORS® Circle of Excellence Sales Award®, 2023-2024 Bronze, 2022 Silver, 2021 Bronze
- NJ REALTORS® Circle of Excellence Sales Award® 2024
- NJ REALTORS® Circle of Excellence Sales Award® 2018, 2021-2024

## **ELIMINATION OF OLD AWARD NAMES:**

If you have achieved the NJAR Million Dollar Sales Club, the prior award name, and the NJ REALTORS® Circle of Excellence Sales Award®, you may combine them to advertise both of those awards as the NJ REALTORS® Circle of Excellence Sales Award®. You cannot jointly advertise them as only the NJAR Million Dollar Sales Club. Members will not be penalized for using NJAR instead of NJ REALTORS® or New Jersey REALTORS®. Please refrain from using NJR.

## **ADVERTISING THE NJ REALTORS® CIRCLE OF EXCELLENCE SALES AWARD® WITH OTHER AWARDS:**

If your agency advertises its own or any other award and the NJ REALTORS® Circle of Excellence Sales Award® in the same advertisement, it must clearly differentiate between the two awards so that each recipient of the NJ REALTORS® Circle of Excellence Sales Award® is clearly identified as provided in Advertising Rule #2. There cannot be any confusion in the advertisements concerning who received the NJ REALTORS® Circle of Excellence Sales Award® and who received a company or other award.

## **STATUTE OF LIMITATIONS ON ADVERTISING VIOLATIONS:**

Advertisements received by NJ REALTORS® 60 or more days after the advertisement was published will not be considered a violation of Advertising Rule #1 or Advertising Rule #2.