

1. Must use full brokerage name in all branding materials: **Keller Williams Classic Realty Northwest.**
2. Company name and logo (Keller Williams Classic Realty Northwest) must be *more* prominent than an individual licensee name, team name and/or logo.
3. Team name or individual name cannot include “real estate”, “properties”, “company” etc. That may construe to the public that the team is its own real estate company (“group” or “team” are preferred use of names).
4. All team names must be approved by the company in writing **prior** to use.
5. Any and all websites used to market your real estate business must prominently display the full company name, your name, state of licensure and contact info.
6. The REALTOR®, MLS, and Equal Housing Opportunity logos must be displayed on all business cards and websites.
7. The REALTOR®, MLS, and Equal Housing Opportunity logos must be displayed on all for sale and for lease signs displayed on residential properties.
8. It is recommended that the REALTOR®, MLS, and Equal Housing Opportunity logos be displayed on all marketing materials.

Effective immediately, all of your marketing must comply with the Keller Williams Classic Realty Northwest marketing policies. Any marketing material not complaint will need to be replaced at the agent's expense.

Note: this policy applies to any and all marketing that you do for your real estate business. It covers all written, electronic, audio, video, Facebook, Craigslist, Linked In, etc. advertising. Your use of any vendor must contain language in your contract with that vendor that they must comply with the advertising requirements of the Minnesota department of commerce, the code of ethics and Keller Williams Classic Realty Northwest policies. If a vendor cannot comply with these requirements, then you must immediately end your relationship with said vendors.

Any questions regarding branding standards and guidelines please contact:

Gregg Hartos (763) 657-4444 ghartos@kw.com

I understand I must submit business cards, marketing materials and sign proofs to Keller Williams Classic Realty Northwest for approval before ordering to ensure compliance with department of commerce standards. As a new/transfer agent, I understand I may use the open house and panel signs up to 30 days when joining. After 30 days, I will need to purchase my own signs.

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| Licensee Name (print) | Licensee Signature | Date |
| KWCRNW-BSAF | (3/17) | |