



NAVIGATING CHANGES TO ADVERTISEMENTS

Alabama's real estate license law changes in HB 382 / Alabama Act 2025-380 take effect October 1, 2025.

This guide is about the new requirements related to *advertisements*.

OVERVIEW

- As of 10/1/25, Alabama real estate license law will define the word "prominent" as it relates to advertisements. *It is important to note that this change is simply an update to the law that mirrors an administrative rule that became effective in February 2025* (Ala. Real Estate Admin. Rule 790-X-3-.16).

DEFINITION

- Advertisements for real property must *prominently* list the company and/or qualifying broker's name. "Prominently" is defined under the law as "using a font size that is equal to or larger than any other name, text, or logo, other than terms like 'for sale' or 'for lease,' in the advertisement and situated and sized for the purpose of gaining the attention of consumers viewing the advertisement." (Ala. Code § 34-27-36(b)(15))

RULES & REQUIREMENTS

- In short, all advertisements must feature the company and/or qualifying broker's name in the same size or larger font than all other text except for words like "for sale" or "for lease."
- Remember to follow any additional rules by your company, franchise, or qualifying broker regarding your company name/ logo.

BEST PRACTICES

- Advertisements are defined broadly under the law. The term encompasses much more than signs for property - it includes anything you put out to the public that advertises you, your properties, your services, etc. When in doubt, treat it as an advertisement.
- Posts on your business social media page are almost always considered advertisements. If you include your company or qualifying broker's name in your social media page name, you ensure that all your written posts comply with this requirement.
- Keep in mind: the goal is for the consumer to be able to easily identify your company and/or qualifying broker.
- If you aren't sure whether your advertisement is compliant, the Alabama Real Estate Commission's Legal Department will review it for you. Please contact them at 334-242-5544 or arec@arec.alabama.gov.

This document is for information only and does not constitute legal advice. If you need legal advice, please contact an attorney.