

# Advertising Regulations for properties owned by the US Department of Housing and Urban Development (HUD) in Georgia, managed by PEMCO, Ltd.

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## Advertising Do's:

- Advertise HUD homes in a professional and ethical manner
- Be positive and proactive in your HUD Home advertising
- Refer to HUD Homes as "HUD-owned" "HUD-acquired" or simply, "FOR SALE"
- Always include the Equal Housing Opportunity Logo and/or statement on any and all advertising, including signage, websites, flyers, etc.
- If advertising specific properties on a flyer, in print, or on a website, always include a HUD-Home Disclosure and link to the GA HUD Listing site
  - *i.e. "This is a HUD-owned property. To view all HUD Properties available for sale in Georgia, please visit [www.hudpemco.com](http://www.hudpemco.com). Our HUD-registered agents can sell and show you any home you find of interest on the site."*
- Note any flood plain zones, or other warning information as it appears on the property's Internet listing, if applicable
- Adhere to all federal, state, county, city and real estate commission advertising regulations as well as compliance with the Truth-in-Lending Act when advertising HUD Properties
  - Including but not limited to: Blind Advertising, regulations regarding directionals, etc.
- When showing HUD Homes, always secure the property (all doors, windows, etc.) upon leaving with the HUD Master Key and Lock only.

## Advertising Don'ts:

- Place signage in a HUD property's yard. This right is reserved for the property's listing agent, however all registered agents can place directional signs.
- Abuse the right to place directional signs. Please limit directionals to an appropriate number for the given area. Excessive use of directionals will be handled on a per case basis, at the discretion of PEMCO, Ltd.
- Destroy, damage, or remove the advertising, including signage, of another HUD-registered selling or listing agent for any HUD Property
- Advertise homes before they are officially listed for sale to the general public
- Refer to or advertise properties as "distressed", "foreclosed," "government," "must sell" or "repossessed" or any other adjectives with notable negative connotation
- Imply in any way to any prospective buyer or real estate agent that the advertising broker is the exclusive source of information or rights to the property
  - The HUD Home Sales Process is an OPEN Selling Process, where all HUD-Registered selling agents have equal right to show, sell, and advertise HUD Homes available for sale.
- State or imply the price of the property differs from the list price shown on the GA HUD Property Listing Site
- Place lockboxes or any other privatized locks on any HUD-owned property in an effort to restrict any legitimate person's ability to enter the property.
- Do not give out your HUD Key. HUD Key's are to be in the possession of HUD-Registered Agents and HUD-PEMCO contractors only.

Please be advised that non-compliance in HUD Property advertising can result in suspension of a brokerage's NAID number. Suspension of a NAID number will result in the inability of all agents of the affected brokerage to show and sell HUD Homes in Georgia.