

Real Estate Teams Registrations

Advertising Guidance

1. Teams must include the name of and contact information of the sponsoring real estate broker, which must be included at a prominent location in all the team's advertisements
 - a. "Prominent" in this context means that the name and contact information is: easily readable in font, color and size; pronounced so that it stands out from other font and graphics; and placed in a clearly visible location within the advertisement
2. Teams must also follow all advertising requirements and standards that apply to real estate brokers [found here](#).

Team Names

The Department will not pre-approve team names. Make sure your Team name meets the following requirements:

1. The Team name must include the full name of at least one individual (not business entity), licensed real estate broker or real estate salesperson who is part of the team.
 - a. If you don't use the full name of at least one individual licensee, the Team name must be immediately followed by "at/of [full name of the sponsoring real estate broker]"
 - b. Note: An @ symbol may not be used, "at" or "of" must be spelled out
2. The word 'Team' must be included in the Team name
3. Names shall **NOT** include any abbreviation, term or phrase, including but not limited to:
 - affiliates
 - alliance
 - associates
 - business
 - collective
 - company
 - cooperative
 - corporation
 - division
 - enterprise
 - entity
 - exchange
 - firm
 - group
 - holdings
 - incorporated
 - LLC
 - LP
 - Office
 - Operation
 - Organization
 - Partnership
 - Practice
 - Professionals

- Proprietor
 - real estate
 - realty
 - supplier
 - trade
 - unit
 - venture
 - Or any words that imply that the team is a business entity
4. Names shall **NOT** include the name of any individual who is not a licensed real estate broker or real estate salesperson
 5. Names shall **NOT** include the name of a business entity before the “at/of [full name of the sponsoring real estate broker]” language
 6. Names **MAY** include terms related to a service being offered – such as rentals, leasing, property management, commercial and homes

Examples of Team names permitted:

- Jane Doe Team
- Allyson Agent Team
- Jane and Allyson Team at ABCDEFG Real Estate
- Team Smith-Jones at ABCDEFG Real Estate
- Smith/Jones Team of ABCDEFG Real Estate
- Sunrise Team of ABCDEFG Real Estate
 - **Important Note:** *This name is not permitted if the Sunrise Team is the name of a registered business entity. Even if the actual registered business entity is Sunrise Team Inc, or Sunrise Team, LLC.*

Examples of Team names NOT permitted:

- Jane Doe Real Estate
 - Uses a prohibited term, implies a business entity, doesn't include the word “team”
- Allyson Agent Associates
 - Uses a prohibited term, implies a business entity, doesn't include the word “team”
- The Jane and Allyson Group at ABCDEFG Real Estate
 - Uses a prohibited term, implies a business entity, doesn't include the word “team”
- Jane Doe Team powered by ABCDEFG Real Estate
 - Must read “at” or “of” [full name of the sponsoring real estate broker]
- Sunrise Team with ABCDEFG Real Estate
 - Must read “at” or “of” [full name of the sponsoring real estate broker]

For more information/questions, please contact: dcp.realestate@ct.gov.