



SOCIAL MEDIA EVALUATION

Agent Compliance Checklist

When completed please send to your ASE

Profiles



Needs Revising

Company logo on profile cover page

- Personal / Team logo is equal size or smaller to CB
- CBT logo not distorted in size, no old logos used

Clearly identified as a CBT Real Estate Professional

Social handle/name cannot appear to be a Brokerage

<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Listings

Every listing includes listing agent & broker

MLS#'s For Listings (Kennewick Only)

Link to website listing

Fair Housing Compliant listing copy (replacing master w/primary)

<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Posts

All posts are one click away from Broker name

No vendor advertising

<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Videos

All videos contain Brokerage logo

If sharing videos, clearly crediting source

<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Notes:
