

# REAL ESTATE ADVERTISING RULES IN MONTANA

**Here is a quick reference guide to ensure compliance with Montana advertising rules, Fair Housing laws and Code of Ethics.**

The Montana Board of Realty Regulation mandates that all advertising, whether print, billboard, flyers, internet, email or written correspondence contain a licensee's name and real estate agency name. It is also required for any news groups, discussion lists, and bulletin boards.

In addition, there is a full set of rules for internet (website and social media) as set forth by the Secretary of State's Office.

<http://www.mtrules.org/gateway/RuleNo.asp?RN=24%2E210%2E430>

Here are some Fair Housing reminders when advertising Real Estate:

<https://www.nar.realtor/fair-housing-corner/create-advertisements-with-fair-housing-in-mind>

[https://www.hud.gov/program\\_offices/fair\\_housing\\_equal\\_opp/advertising\\_and\\_marketing](https://www.hud.gov/program_offices/fair_housing_equal_opp/advertising_and_marketing)

<https://nationalfairhousing.org/responsibleadvertising/>

And lastly, Article 12 from the Code of Ethics on Real Estate Advertising:

<https://www.nar.realtor/about-nar/governing-documents/code-of-ethics/2021-code-of-ethics-standards-of-practice#article12>

Happy Advertising!