

certain terms; and generally relating to real estate salespersons and associate real estate brokers.

BY repealing and reenacting, with amendments,
Article – Business Occupations and Professions
Section 17-322(b)(19)
Annotated Code of Maryland
(2000 Replacement Volume and 2001 Supplement)

BY adding to
Article – Business Occupations and Professions
Section 17-527.2 and 17-527.3
Annotated Code of Maryland
(2000 Replacement Volume and 2001 Supplement)

SECTION 1. BE IT ENACTED BY THE GENERAL ASSEMBLY OF MARYLAND, That the Laws of Maryland read as follows:

Article – Business Occupations and Professions

17-322.

(b) Subject to the hearing provisions of § 17-324 of this subtitle, the Commission may deny a license to any applicant, reprimand any licensee, or suspend or revoke a license if the applicant or licensee:

(19) advertises in any misleading or untruthful manner OR VIOLATES § 17-527.2 OF THIS TITLE;

17-527.2.

(A) (1) IN THIS SECTION THE FOLLOWING WORDS HAVE THE MEANINGS INDICATED.

(2) “ADVERTISE” MEANS THE USE OF ANY ORAL, WRITTEN, OR VISUAL ADVERTISEMENT BY A LICENSED REAL ESTATE SALESPERSON, LICENSED ASSOCIATE REAL ESTATE BROKER, OR OTHER PERSON ON BEHALF OF A LICENSED REAL ESTATE SALESPERSON OR LICENSED ASSOCIATE REAL ESTATE BROKER.

(3) (I) “ADVERTISEMENT” MEANS, UNLESS THE CONTEXT REQUIRES OTHERWISE, ANY ORAL, WRITTEN, OR PRINTED MEDIA ADVERTISEMENT.

(II) “ADVERTISEMENT” INCLUDES ANY CORRESPONDENCE, MAILING, NEWSLETTER, BROCHURE, BUSINESS CARD, FOR SALE OR FOR LEASE SIGN AND SIGN RIDER, PROMOTIONAL ITEM, AUTOMOBILE SIGNAGE, TELEPHONE DIRECTORY LISTING, TELEVISION ANNOUNCEMENT, RADIO ANNOUNCEMENT, TELEPHONE SOLICITATION, AND WORLD WIDE WEB AND INTERNET VOICE-OVERS.