

information on certain advertising; authorizing licensed real estate brokers to provide real estate brokerage services under certain circumstances; authorizing licensed real estate brokers to add a ~~trade~~ designated name on a license certificate and pocket card under certain circumstances; ~~defining certain terms altering certain definitions and certain terminology~~; and generally relating to real estate brokers.

BY repealing and reenacting, with amendments,
 Article – Business Occupations and Professions
 Section 17–527.2 and 17–527.3
 Annotated Code of Maryland
 (2000 Replacement Volume and 2003 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

17–527.2.

(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 REAL ESTATE BROKER, licensed associate real estate broker, or other person on behalf of a licensed real estate [salesperson] SALESPERSON, LICENSED REAL ESTATE BROKER, 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.

(4) (i) “~~Trade~~ DESIGNATED name” means the individual name of a licensed real estate [salesperson] SALESPERSON, LICENSED REAL ESTATE BROKER, or licensed associate real estate broker other than the licensed real estate [salesperson’s] SALESPERSON’S, LICENSED REAL ESTATE BROKER’S, or licensed associate real estate broker’s full legal name.

(ii) “~~Trade~~ DESIGNATED name” includes a first name, nickname, or last name.

(b) A licensed real estate [salesperson] SALESPERSON, LICENSED REAL ESTATE BROKER, or licensed associate real estate broker may not advertise unless:

(1) the name or ~~trade~~ DESIGNATED name of the licensed real estate [salesperson] SALESPERSON, LICENSED REAL ESTATE BROKER, or licensed associate real estate broker, as the name or ~~trade~~ DESIGNATED name appears on the license