

Personal Website Policy

Policy: Specifications for Agent Real Estate Websites

Applicability: All Corcoran Independent Agents

Agents of The Corcoran Group (the "Company" or "Corcoran") may develop their own Internet website separate from Corcoran-provided resources (i.e., "Agent Bio" page available on corcoran.com). If an agent uses a personal website for any real estate activities whatsoever, such website shall be referred to herein as an "Agent Real Estate Website" and the Agent shall be solely responsible for ensuring strict compliance with all applicable federal, state, and local laws, rules, and regulations and the Corcoran standards outlined below. Note that most of these restrictions are not unique to the Company, but arise from the licensing laws of the states in which the Company does business.

I. Identity Standards

A. Any Agent Real Estate Website must conform to all Company identity standards regarding the use of trademarks, copyrights, and other intellectual property of Corcoran. The homepage of the website must clearly identify the Agent's association with "The Corcoran Group." At the Company's request, the agent must remove any intellectual property (including but not limited to logos, images, slogans, or trademarked wording) which may cause the Company or the agent to be in violation of applicable law, these standards, or any other agreement of the company.

B. The Company maintains the right to control the use of the Company's intellectual property, including but not limited to logos, images, and slogans.

C. Agents are prohibited from advertising Agent Real Estate Websites on any Corcoran-paid advertisements or any advertisements where Corcoran is mentioned or branded, unless approved by the Marketing Department.

II. URL

A. The URL for the Agent Real Estate Website may not contain the words 'group', 'realty', 'real estate', 'partnership' or any similar words which would or could indicate or imply that the subject agent or team constitutes its own real estate brokerage firm.

III. Disclaimers

The following disclaimers in Subsection A and B must appear on the bottom of the homepage or can link out to a dedicated page.

A. *Equal Housing Opportunity. This website is not the official website of The Corcoran Group or its affiliated companies, and neither The Corcoran Group nor its affiliated companies in any way warrant the accuracy of any information contained herein. Any property or services offered for sale on this website shall not be considered an offer to sell such goods or services in any state other New York.*

(DISCLAIMER CONTINUES ON NEXT PAGE)

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B. Standardized Operating Procedures for Prospective Homebuyers in Order to Receive Services from Corcoran:

- i. There is no general requirement to provide photo identification in order to work with Corcoran. However, prior to entry to a Corcoran office, customers may be required to present photo identification for security or similar purposes. Also, individual property owners, certain sponsor/developer-clients or managing agents, or certain listing brokers may require photo identification prior to a showing or to work with them, and we will communicate this information to buyers when such a situation arises.
- ii. An exclusive buyer representation agreement is not required to work with Corcoran.
- iii. A pre-approval for a mortgage loan is not required to work with Corcoran, *per se*, however, individual property owners, certain sponsor/developer-clients, or certain listing brokers may require one – and if so, we will communicate such fact to buyers when such a situation arises.

C. Any other disclaimer that Corcoran’s Legal Department may decide is required shall be displayed in the prescribed manner and will be provided by Marketing.

IV. Links to/from Company Website

A. The agent may link from the Company website to the Agent Real Estate Website provided the web site is in compliance with all of the standards described herein.

- i. The link to the Agent real estate website must be submitted via the agent profile tool under the ‘Social Media & Websites’ tab. The Marketing Department will then review and approve the website if it meets all of the guidelines stated herein.

B. The Agent Real Estate Website must link to the homepage of the Company website as follows:

- ii. The Company logo that appears on the Agent Real Estate website will function as a link .
- iii. A text link displaying the full URL of the Company homepage (www.corcoran.com) will appear on the home page where the Agent identifies himself as an Agent of the Company.

V. Legal Content

A. The Agent Real Estate Website must display the full licensed name of the agent at the top of the homepage, followed by ‘at/of The Corcoran Group’ clearly and conspicuously.

B. The Agent Real Estate Website must prominently and conspicuously display a link on the homepage to the Department of State’s mandatory Fair Housing Notice. This link must be visible to all viewers and cannot be linked to the version on eCorcoran. The Fair Housing Notice can be found here:

https://www.dos.ny.gov/press/2020/docs/FairHousingNotice_new.pdf

- i. Link must be both prominent and conspicuous; it will always need to be larger and more prominent than footer text and other secondary or tertiary website elements. The link must be above the fold, rather than in the footer or at the bottom of the homepage.
- ii. Suggested text to use and hyperlink:
We are committed to upholding the principles of all applicable fair housing laws.
- iii. The Company has the right to approve or reject placement of the link in its sole reasonable judgment in order to ensure compliance with all federal, state, and local laws and regulations applicable to real estate brokers and salespersons.



C. The Agent Real Estate Website must contain the following information on each page of the website, in the same font and size as the text displayed on the page.

- i. The Agent's full licensed name
- ii. The Agent's DOS license title
- iii. The street address and telephone number of the Company office with which the agent is affiliated.
- iv. The email address provided to the agent by the Company (i.e. <name>@corcoran.com).

D. 'Team' Agent Real Estate Websites must contain the appropriate team name followed by 'at/of The Corcoran Group' at the top of the homepage clearly and conspicuously as well as the following information in the same font and size as the text displayed on the page, on each page of the website:

- i. The street address of the Company office with which the team is associated.
- ii. An email address provided to an individual member of the team by the company (i.e.<name@corcoran.com)
- iii. The contact information for each agent that is part of the team and is individually named within the Agent Real Estate Website as follows:
 - The Agent's full licensed name
 - The Agent's DOS license title
 - The street address of the Company office with which the agent is associated
 - The email address provided to the agent by the Company (i.e. <name@corcoran.com)
- iv. Any team member that is not licensed must disclose that they are 'Unlicensed' above their contact information.

E. No portion of the corcoran.com web site may be "framed" by the Agent Real Estate Website. Use of the Corcoran color bar is not permitted for use on the Agent Real Estate Website.

F. Commission rates are not to be stated on Agent Real Estate Websites.

G. The content of all Agent Real Estate Websites shall comply with all laws governing the use of intellectual property, with all other laws, rules and regulations governing real estate brokerage and fair housing, including but not limited to adequate access as may be required under the Americans with Disabilities Act or any similar federal, state, or local laws or regulations, and with all legal agreements of the Company. Agent further agrees to indemnify and hold the Company harmless from any third party suits, claims, settlements or damages incurred by Company as a result of the content of, or any representations made in his Agent Real Estate Website.

VI. Suggested Content

A. Items in this section are not required by law, but are recommended by Corcoran.

- i. Positioning Statement. Provide a short sentence or two on the market that you serve and outline what you do better than the competition.
- ii. Statistics and sales data that back up your position statement.
- iii. A short feel-good bio that explains what makes you an expert.
- iv. Links to Social Media accounts, with full licensed name and state title correctly indicated.

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VII. Listing Data

- A. Agent Real Estate Websites may contain individual listing data.
 - i. Agent may only include their current individual exclusive rental or sales listings with the Company or any listings previously sold or rented by the individual.
 - ii. Agent may not include any open listings or listings of other agents or brokers in an Agent Real Estate Website.
 - iii. Under no circumstances shall a listing remain on an Agent Real Estate Website after the listing agreement has expired. Properties under contract or sold must be indicated as such within 1 business day of achieving that status.

VIII. Applicability

- A. This policy shall apply to any live Agent Real Estate Websites, whether currently active or published at a future time.
- B. The Company may review Agent Real Estate Websites for conformity to this policy and Company standards at any time.

IX. Review

- A. The Company's review process is required for all Agent Real Estate Websites.
 - i. A copy of each page of the Agent Real Estate Website must be submitted to the agent's branch manager and the Marketing Department for approval.
 - ii. If an Agent Real Estate Website is deemed to be in violation of the provisions set forth herein, the agent will be notified of the violation, and shall be provided information as soon as practicable to bring the website into conformity with the appropriate policy and/or procedure. Agents will have 48 hours from the time written notification is given by the Company to bring the Agent Real Estate Website back into compliance.
 - iii. Agent Real Estate Websites created after publication of this Policy must make this submission prior to "activating" the web site.
 - iv. Agents must make a submission prior to any major updates or changes being implemented on the Agent Real Estate Website, although this submission need only be of the pages being redesigned or modified.
- B. The Company shall have final authority on the content of any Agent Real Estate Website and may, in its sole judgment, preclude the use of such an Agent Real Estate Website by an agent altogether.

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