

ADVERTISING RULES & ENFORCEMENT

Note: All advertisements will be subject to the most current advertising rules of the New Jersey Realtors® in the current year's application regardless of when the award recipient last applied or received the award.

ADVERTISING RULE #1:

Neither you, the agency with which you are associated, nor anyone on your behalf or with your authorization shall in any manner advertise, publish or distribute prior to **February 1, 2017** that you are a recipient, qualified or eligible to receive the NJ Realtors® Circle of Excellence Sales Award® for the year 2016.

You will receive notification from your primary local board/association as to the acceptance or rejection of your application by Jan. 27, 2017.

Advertising Rule #1 Enforcement:

The award is an individual award. In the event of any violation of Rule #1, regardless of who is responsible for the creation or submission of the paid or unpaid advertisement, promotions or any other item submitted for publication or distribution, including but not limited to, business cards, e-mails, newspapers, magazines, websites, social or digital media and any other item submitted for advertisement, publication or distribution, by you, a publisher, a broker, a manager, an assistant or anyone else on your behalf or with your authorization, NJ Realtors® will enforce the respective penalties against you. A local board/association posting or otherwise advertising the award recipients to their respective members prior to the Feb. 1 deadline shall not be considered in violation of Rule #1.

Advertising Rule #1 Penalties:

First Violation: You shall be ineligible to receive the award for the year you applied (if you otherwise would have achieved the award) or for the following year (which you would have applied and achieved the award).

Second And Subsequent Violations: You shall be ineligible to receive the award for two years, which includes the year for which you applied (if you otherwise would have achieved the award) and the following year for which you would have achieved the Award. If you would not have otherwise achieved the award for the current year you applied, then you shall be ineligible for the next two years you would have applied and achieved the Award.

ADVERTISING RULE #2:

All advertisements, publications or distributions of items acknowledging your achievement of the award must contain the following two items:

1. At least one year the award was achieved (can be any or all years achieved)
2. One of the following three names, which must include NJ REALTORS® at the beginning of the name:

NJ REALTORS® Circle of Excellence Sales Award® | NJ REALTORS® Circle of Excellence Award | NJ REALTORS® Circle of Excellence

It is optional to use the level of the award (bronze, silver, gold, platinum), but if the level is used, you must use the correct level for each year you are advertising.

Advertising Rule #2 Enforcement:

This award is an individual award and, in the event of any violation of Rule #2, regardless who is responsible for the creation or submission of the paid or unpaid advertisement, promotions or any other item submitted for publication or distribution, including but not limited to business cards, e-mails, newspapers, magazines, websites, social or digital media and any other item submitted for advertisement, publication or distribution, by you, a publisher, a broker, a manager, an assistant or anyone else on your behalf or with authorization, NJ REALTORS® will enforce the respective penalties against you. A local board/association incorrectly posting or otherwise advertising the winners of the award shall not be considered in violation of Rule #2.

Advertising Rule # 2 Penalties:

Note: With regard to group advertisements, each individual included in the advertisement who does not comply with Rule #2 shall be deemed to have separately violated this rule and will be subject to the below penalties.

First Violation: \$100 fine. If you fail to pay the fine and correct the violation within 30 days of receipt of written notification, you automatically will lose the award for the last year for which you have achieved the award and will not be eligible to apply the following year for which you would have applied and achieved the award.

Second Violation: \$500 fine. If you fail to pay the fine and correct the violation within 30 days of receipt of written notification, you automatically will lose the award for the last year for which you have achieved the award and will not be eligible to apply the following year for which you would have applied and achieved the award.

Third and Subsequent Violations: \$1,000 Fine. If you fail to pay the fine and correct the violation within 30 days of receipt of written notification, you automatically will lose the award for the last year for which you have achieved the award and will not be eligible to apply for the award the following **two** years for which you would have applied and achieved the award.

If you falsely advertise your achievement of the award, you will be ineligible the next year you apply (and would have achieved) the award. Also, if an advertisement with the same violation already has been placed in a publication prior to receiving written notice and you cannot in good faith correct that advertisement, that advertisement shall be considered to be the same violation.