

TEC Marketing Question #1

The question

I'd like to run an advertisement for title services in a lifestyle/real estate magazine but I know there are some rules about that. Is it ok for me to advertise in the magazine and what do I need to avoid doing to stay in compliance?

Info about the advertisement

The article would just be about my company. Logo and contact info, company resume, great customer service, specialties and areas of service. That's about it.

Info about the lifestyle/real estate magazine:

"The exclusive real estate partner of [Company] -- We are a consortium of top-tier brokerages worldwide.

[Company Subsidiary] is owned and run by brokerages, with a [Company] ownership stake creating an interest in our success. Membership in our network is reserved for the most distinguished brokerages in select cities and second-home destinations.

Leveraging [Company's] worldwide reach and digital audience of more than 140 million, we introduce discerning buyers and sellers to a curated collection of prestigious properties and the agents who represent them.

Presenting the world's most exceptional residences, [Company Subsidiary] helps agents engage and inspire an increasingly global audience of discerning buyers and sellers. Homes are presented with timely market data and top-tier editorial."