

Signs on Properties

When you place a sign on a property, you need to check three things: the ITSO MLS® Rules and the REALTOR® Code, the advertising guidelines, and your municipal bylaws.

MLS® Rules and REALTOR® Code

Two main MLS® Rules relate to signs and other advertising.

List within three calendar days of Public Marketing

You must place the listing on the MLS® System within three (3) calendar days of Public Marketing of the property (Rule 4.01 and the REALTOR® Cooperation Policy).

Public Marketing is any representation about the sale of a property. It includes, but is not limited to:

- Flyers
- Yard signs
- Digital marketing on public facing websites
- Brokerage website displays and onsite brokerage promotion
- Digital communications marketing, such as email blasts, newsletters, and social media posts
- Multi-brokerage listing sharing networks
- Applications available to the general public

A yard sign is Public Marketing. Once the sign goes up, the three day timeline applies.

Keep the sign status current

A sign on a property must show the current status of the listing. For example:

- Coming Soon
- For Sale
- Sold
- For Lease
- Leased

Update the sign by no later than 11:59 p.m. the next business day after the Listing Agreement is signed or the MLS® listing status changes (Rule 4.02).

What the REALTOR® Code requires

The content of your sign must also follow the REALTOR® Code. All advertising must accurately reflect

the property and other details. Advertising claims must be accurate, clear, and understandable (REALTOR® Code Articles 13 and 15).

Advertising guidelines

The content of your sign must meet the advertising requirements under TRESA. For example, your sign must include:

- The brokerage name
- The listing agent's name
- The listing agent's designation

For more information, see the RECO Advertising Bulletins and the ITSO Advertising Guidelines.

If your sign uses the REALTOR® or MLS® trademarks, that use must follow CREA's Trademark Policy (REALTOR® Code Article 27).

Municipal bylaws

Municipal bylaws control where a sign can be placed on a property and how long it can stay there. Check the bylaws for the municipality where the property is located. Make sure the placement and the length of time your sign is up follow all applicable laws.

Tips

- Treat a yard sign as Public Marketing. Plan to have the listing on the MLS® System within three (3) calendar days of putting it up.
- When the status changes, update the sign by 11:59 p.m. the next business day.
- Check every sign for your brokerage name, your name, and your designation.
- Only REALTORS® may display the MLS® Marks in signage and advertising (Rule 2.06(c)).
- Check the local bylaws before the sign goes up, not after.

References

- ITSO MLS® Rules (Rules 2.06(c), 4.01, and 4.02)
- REALTOR® Code (Articles 13, 15, 27, and 30)
- REALTOR® Cooperation Policy (REALTOR® Code Article 30)
- ITSO Advertising Guidelines
- TRESA (Trust in Real Estate Services Act, 2002)
- TRESA General Regulation (O. Reg. 567/05)
- RECO Bulletin 5.1: Advertising requirements
- CREA Trademark Policy (see CREA Trademark Protection and Competition)

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