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We have been getting a lot of questions recently from members asking if they are allowed to advertise or brand themselves using a name other than their real name. Some names that are being used are common nicknames for a more formal name, and others are nicknames members have used their whole lives but sound very little like the name they were born with.

Whatever the case may be, it is important to highlight the law so you can be sure that you follow it. NAC 645.610 (1) (e) says that a licensee shall not advertise or otherwise conduct business under a name, including a nickname, other than the name under which he or she is licensed to engage in business.

What does this mean?

This means that as long as the name you advertise or conduct business under is the name *under which you are licensed* to conduct business, it is ok to do so. The reason for this is so that if the Division needs to figure out who you are, they can find you. The reason for this is, also to look out for the best interest of the public. We want it to be clear that you are who you say you are.

What if I am using a common nickname for my real name?

What if you have gone by Billy your whole life but your license reads William? I would say to make sure that *somewhere* on your advertisement or business card it says William.

Does my nickname have to be in quotes?

I would say that you don't have to put "Billy" in quotes but it wouldn't hurt so people know that is the name you like to be called.

Is there a specific size and type of font I need to use?

NRS or NAC 645 do not specify a specific size or type of font needed when you put your name on your advertisement. Now the size of your brokerage is a different story. So, this means if you want to have Billy in size 12 font and William in size 8 font, there is nothing in the regulation that would stop you.

What is the regulation that discusses the size that the NAME OF THE BROKERAGE must be advertised?

NAC 645.610 (1) (c) states that the name of a brokerage firm under which a real estate broker does business or with which a real estate broker-salesperson or salesperson is associated must be clearly identified with prominence in any advertisement. In determining whether the name of the brokerage firm is identified with prominence, the Division shall consider, without limitation, the style, size and color of the type or font



used and the location of the name of the brokerage firm as it appears in the advertisement.

What about advertising as a team?

Keep in mind that when you advertise and use the term team or group, NAC 645.611 has specific guidelines that you need to follow:

A licensee may use the term “team” or “group” to advertise the services provided by the licensee if:

1. The use of the term does not constitute the unlawful use of a trade name and is not deceptively similar to a name under which any other person is lawfully doing business;
2. The team or group is composed of more than one licensee;
3. The members of the team or group are employed by the same broker;
4. The name of the team or group contains the last name of at least one of the members of the team or group; and
5. The advertising complies with all other applicable provisions of this chapter and [chapter 645](#) of NRS.

Here are a few other important reminders from the Division’s latest bulletin:

A salesperson or broker-salesperson may not file for licensing purposes as a dba (doing business as). Only a broker may file that way. A salesperson or broker-salesperson can incorporate their business as a professional corporation, a limited company, or a LLC.

Licensees can keep their address, email and phone number current with NRED as changes occur by logging into My Account.

If you have obtained a property management or business broker permit in the first year of licensure where 30 hours of post-licensing is required, an additional 3 hours of CE with a property management designation must be taken in order to renew your permit.

<http://red.nv.gov/uploadedFiles/rednvgov/Content/Publications/OpenHouse/2017/openhousejanfebmar2017.pdf>

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