

ADVERTISING RULES

§16 99 11 Advertisement - **Current**

Applies to ALL advertising:

“All real estate advertising and promotional materials shall . . .”

Examples:

Print (newspaper, fliers)

Broadcast (TV, radio)

Online (websites, email)

Social media (Facebook, Twitter)

Stationery

Signs (For Sale, Open House)

§16 99 11 Advertisement - **Current**

STEP 1. Brokerage Firm Name (required)

Legal or Trade name

STEP 2. Agent's Name — (optional)

a. Name

Legal/Licensed/Trade/Professional name

b. Status

R, RA, B, S or

Realtor, Realtor-Associate, Broker,³ Salesperson


§16 99 11 Advertisement - **Current**


Agent's Name -

Legal/License/Trade/Professional name

(<https://pvl.hawaii.gov/pvlsearch/>)

PVL Search

 Professional & Vocational Licensing Search
Department of Commerce & Consumer Affairs

 General Licensee

License ID: RB-19979	Active/Inactive: ACTIVE	Status CURRENT, VALID & IN GOOD STANDING
Legal License Name: PAUL KALAMA KIM	Trade/Professional Name: KALAMA KIM	Entity: INDIVIDUAL
Class Prefix: --	Special Privilege: --	Restriction: --
Business Code --	Conditions & Limitations: --	Business Address:

TEAM NAMES

INFORMAL NON-BINDING INTERPRETATION ISSUED BY COMMISSION
February 27, 2015 meeting

. . . as long as the “Team Name” is advertised
in addition to and is NOT a replacement of
the brokerage firm’s name, as licensed by the Commission,
it meets the requirement of the rule.

IDX website



Jack M Legal R, CRS, JD, MDiv.
Legal Realty
92-1389 Hoalii St.
Kapolei HI 96707

Tel: 808-672-6201
legalrealty@earthlink.net

Legal Realty

Email Signature

Jack M. Legal, R, CRS, JD, MDiv.
Legal Realty
92-1389 Hoalii Street
Kapolei, HI 96707

Tel: 808-672-6201
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FOR SALE ▼

FOR RENT ▼

OPEN HOUSES ▼

[Market Info](#)

[REALTOR® Info](#)

[Consumer Info](#)

[About HBR](#)

**FOR
SALE**

201513128

[HOME](#) > [FOR SALE](#)

92-530 AKAULA ST KAPOLEI, HI 96707

For Sale

Active

List Price **\$484,900 (FS)** 

Property Type:	Single Family	Land Area (sf):	6,323
Bedrooms:	3	Living (sf):	1,056
Full Baths:	1	Lanai (sf):	--
Half Baths:	1	Other (sf):	--
Parking Stalls:	1 - 1 Car, Carport, Driveway		

Listing REALTOR® Information:



Jack M. Legal
R, CRS, SRES
Legal Realty

Phone: [808-672-6201](tel:808-672-6201)
[Send Me An Email](#)

realtor.com®

BUY

RENT

MORTGAGE

Find REALTORS®

LOC.

[Back to search](#) | viewing: home > homes for sale > hawaii > honolulu county > waianae, hi > 87-561 farrington hwy

Home For Sale - Active

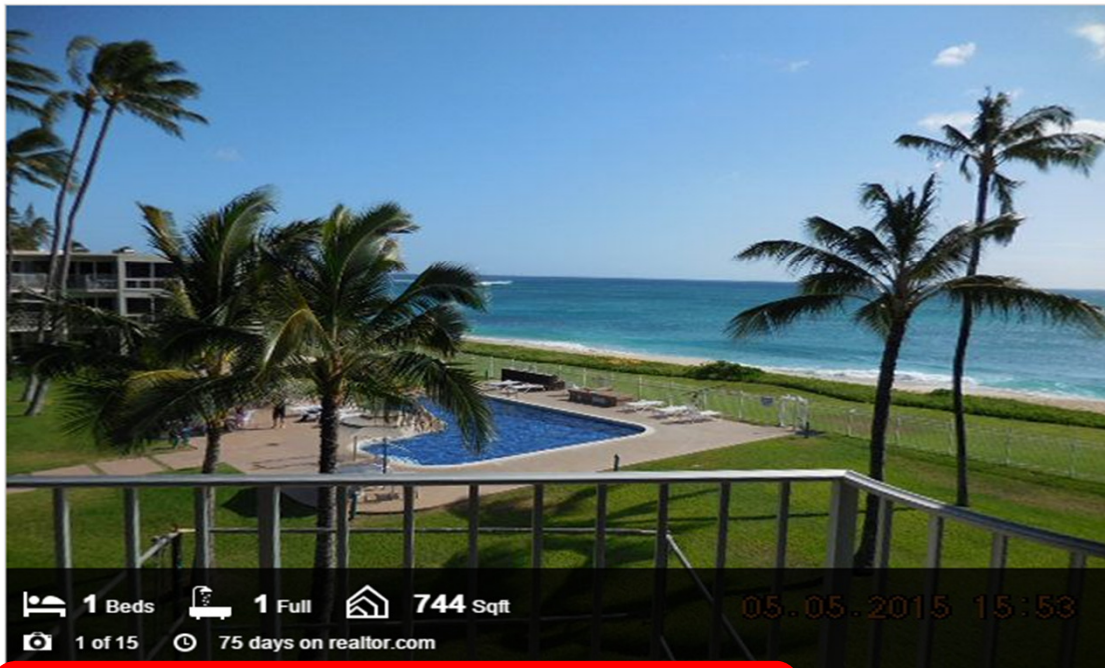
Veterans: Prequalify for a VA Home Loan

87-561 Farrington Hwy Apt 317

↓ **\$259,900**

Waianae, HI 96792

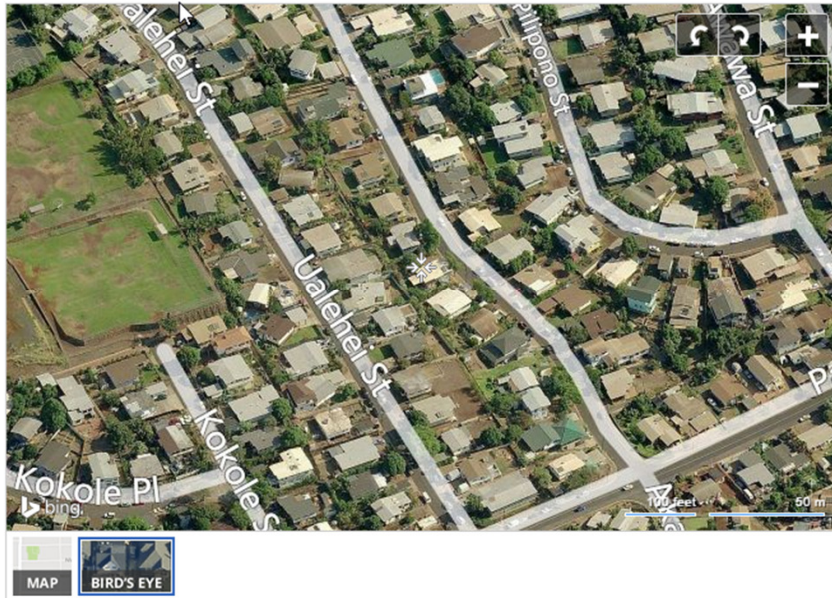
[Estimate Payment](#) | [View Rates](#)



Presented by
JACK LEGAL

Brokered by
Legal Realty

Hawaii · Kapolei · 96707 · 92-530 Akaula St



92-530 Akaula St,
Kapolei, HI 96707
3 beds · 1.5 baths · 1,056 sqft

● FORECLOSURE
\$484,900
Foreclosure Estimate:
\$419,641

CONTACT AGENT



Jack Legal
☆☆☆☆☆ (0)
5 Recent sales

LISTING
AGENT

Listing Provided by

Jack Legal, Legal Realty, (808) 284-6832,

§16 99 11 Advertisement - **Revised**

Legal name of Brokerage Firm

Prominently

Merriam-Webster Dictionary definition:

easily noticed or seen

sticking out in a way that is easily seen or noticed

Conspicuously

Merriam-Webster Dictionary definition:

very easy to see or notice

attracting attention by being great or impressive

§16 99 11 Advertisement - **Revised**

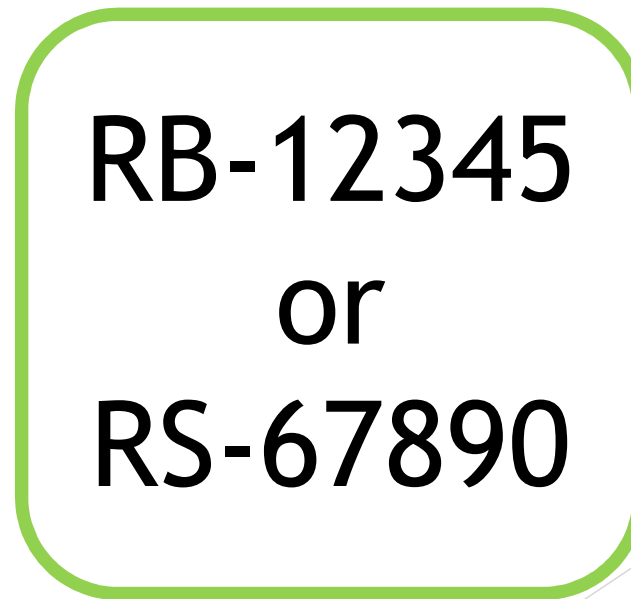
License #'s

Brokerage License # is required . . .

However, if you include the licensee's name in the advertisement with the firm name, then the license # of the brokerage shall NOT be required. [Reference new rules, 16-99-11 (a)]

Agent's License # is required if individual licensee name is included in the advertisement

Your Firm Name must also be included but you are NOT required to include the license # of the brokerage firm. [Reference new rules, 16-99-11 (a) and (e)]





FOR SALE ▼ FOR RENT ▼ OPEN HOUSES ▼

REALTOR® & Office Directory



Jack M. Legal R, CRS, SRES

Legal Realty

808-672-6201

Send an Email

www.legalrealty.net

License #: RB-17473

Office Name & Address:

Legal Realty
92-1389 Hoalii Street
Kapolei, HI 96707
Phone: 808-672-6201

Email Signature

Jack M. Legal

RB-17473

REALTOR®, CRS, SRES

Legal Realty

808-284-6832

E-mail: legalrealty@earthlink.net

EFFECTIVE WHEN?

Pending signature by Governor Ige

Don't Wait!
Begin NOW!

Hawaii Admin Rules

Chapter 99 - Real Estate Brokers & Salespersons

Advertising excerpt

- ▶ §16 99 11 Advertisement.
- ▶ (a) All real estate advertising and promotional materials shall prominently and conspicuously include the legal name of the brokerage firm or a trade name previously registered by the brokerage firm with the business registration division and with the commission[.] and the license number of the brokerage. The license number of the brokerage shall not be required for all advertising and promotional materials that comply with paragraph (e).
- ▶ (e) All advertising and promotional materials that refer to the individual licensee's name, including but not limited to business cards, shall: .
 - ▶ (2) Identify the licensee with the licensee's associating or employing brokerage firm; and
 - ▶ (3) ~~[Specify that the licensee is a broker (B), or salesperson (S), or if a current member of the Hawaii Association of Realtors, Realtor (R) or Realtor Associate (RA).]~~ Include the licensee's license number as issued by the commission.

RESOURCE: <http://cca.hawaii.gov/reb/files/2015/05/bull1504.pdf>