



New TREC Social Media Rules

TREC Has Added Flexibility for Posting a Link to IABS and Consumer Protection Notices.

Effective December 6, 2017

Since February 2016, you are required to have a specific link for each of these notices in a readily noticeable location on the homepage of your business website. The Commission has adopted amendments to those rules that give you additional flexibility when posting the link to the Consumer Protection Notice.

The new amendments now allow two options for the link:

1. "Texas Real Estate Commission Consumer Protection Notice" in at least 10 point font; or
2. "TREC Consumer Protection Notice" in at least 12 point font.

The amendments also provide additional methods for posting the link on social media platforms that are used as business websites and gives guidance as to what is considered a business website. A business Facebook page is a good example of a social media platform that meets these requirements and would need to be in compliance. It is important to take note though, that there are new forms of and updates to social media all the time. Be vigilant and remember to refer to the rules for guidance.

For purposes of providing the required link to the notices on a social media platform that is used as a business website, the link may be located on:

1. the account holder profile; or
2. a separate page or website through a direct link from the social media platform or account holder profile.

So, if you use Facebook as a business website, you can provide the required links directly to the Notices or you can provide a link from your account holder page or Facebook page to the homepage of your business website located on the internet, if that business website has the required links readily noticeable on the homepage.

Finally, the amendments define a business website as "a website on the internet that:

1. is accessible to the public;
2. contains information about a license holder's real estate brokerage services; and
3. the content of the website is controlled by the license holder."

Controlling the content does not mean controlling the format or structure of the website. It means you control what information you input about your services or listings.

Remember, a link to BOTH the Consumer Protection Notice and the Information About Brokerage Services Notice must be included the homepage of your business website.

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PRE-LISTING CLEANING CHECKLIST

For Homeowners

PROPERTY CLEANLINESS HAS BEEN RANKED AS THE MOST IMPORTANT FACTOR IN MAKING A POSITIVE IMPACT ON BUYERS.

TOP THREE PRIORITIES

ENTRY WAY/LIVING ROOM

Entry way/living room is the first point of reference for a buyer. It is important to keep it simple and clutter-free.

Walls Dirt and stain-free walls make your home more welcoming from the get-go. Wipe them clean, including baseboards and trim work. Pay attention to the spaces around light switch plates as they tend to gather dirt and fingerprints.

Fixtures Lamp shades and other light fixtures, ceiling fans, shelves and other visible horizontal surfaces must not have a film of dust covering them. Polish wood and/or metal furnishings.

Windows Wash windows & window sills inside and out. Pull back drapes and let natural light in.

Floors Vacuum and shampoo rugs and/or carpets to remove dust, odors and stubborn stains. Clear traces of clutter—toys, pet beds, litter boxes, etc.—from the floor.

Dust Collectors Scrub and wash trash cans inside out to get rid of accumulated deep-seated dirt and foul odors. Don't forget to clean your dusty vents too!

KITCHEN

Sink & Drain While it's important to get your sink to sparkle and shine, it's equally important to scrub the drain area, because this is where foul smells usually come from.

Stove & Countertops Scrubbing the stove top and burners will contribute to your kitchen's overall cleanliness. Countertops should be clutter free. Keep dishwashers and racks clean.

Fixtures Wipe appliances as well as cabinet faces clean. Organize the contents of cabinets & refrigerator in such a way that the buyers see its storage capacity.

BATHROOM

Shower Keep your bathroom clean by removing molds and stains from the tiles, floors, tub (if applicable), and sink. Re-grout and reseal bathroom tiles, as needed.

Toilet Sanitize and deodorize the toilet. Replace the seat, if necessary.

Storage Spaces Clear shelves and cabinets of personal items like toothbrushes, soaps or shampoos. Make sure towels are clean, folded and neatly arranged. Empty all wastebaskets.

MORE CLEAN UP POINTS

BEDROOM

To keep your bedroom smelling pleasant, avoid keeping laundry in the room for long periods of time and make sure to put them away when a buyer is set to visit. Remember to rotate clean bedding and sheets often & always make up bed prior to a showing.

HOME OFFICE

Keep computers, monitors, desks and shelves clean at all times. Make sure to organize documents and files.

CLOSETS

Clear or minimize items on the floor and organize your items neatly. Keep closets neatly organized.

OUTDOOR SPACES

Wipe down front door and any surrounding areas near the entrance. Sweep deck and patio and clean any outdoor furniture. Be a responsible pet owner and pick up after your pets. Clean up gardens and make sure lawn is mowed.



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