



## HUD ADVERTISING GUIDELINES

### *Advertising Do's:*

- Advertise HUD homes in a professional and ethical manner
- Be positive and proactive in your HUD Home advertising
- Refer to HUD Homes as “HUD-owned” “HUD-acquired” or simply, “FOR SALE”
- Always include the Equal Housing Opportunity Logo and/or statement on any and all advertising, including signage, websites, flyers, etc.
- If advertising specific properties on a flyer, in print, or on a website, always include a HUD-Home Disclosure and link to the HUD Listing site

*i.e. “This is a HUD-owned property. To view all HUD Properties available for sale, please visit [www.hudhomestore.com](http://www.hudhomestore.com). Our HUD-registered agents can sell and show you any home you find of interest on the site.”*

- Note any flood plain zones or other warning information as it appears on the property’s Internet listing, if applicable
- Always secure the property with the HUD specified lock system only
- Adhere to all federal, state, county, city and real estate commission advertising regulations as well as compliance with the Truth-in-Lending Act when advertising HUD Properties

Including but not limited to: Blind Advertising, regulations regarding directionals, etc.

### *Advertising Don'ts:*

- Do not place signage in a HUD property’s yard. This right is reserved for the property’s listing agent, however all registered agents can place directional signs outside the property lines.

Do not abuse the right to place directional signs. Please limit directional's to an appropriate number for the given area. Excessive use of directionals will be handled on a per case basis, at the discretion of HHN.

- Do not destroy, damage, or remove the advertising, including signage, of another HUD-registered selling or listing agent for any HUD Property
- Do not refer to or advertise properties as “distressed”, “foreclosed,” “government,” “must sell” or “repossessed” or any other adjectives with notable negative connotation



Do not advertise a property before it's officially listed for sale to the general public



Do not imply in any way to any prospective buyer or real estate agent that the advertising broker is the exclusive source of information or rights to the property (This includes but is not limited to verbiage on websites, flyers, and/or conversations with other agents and prospective buyers).

The HUD Home Sales Process is an OPEN Selling Process, where all HUD-Registered selling agents have equal right to show, sell, and advertise HUD Homes available for sale.



Do not state or imply the price of the property differs from the list price shown on HUD's Property Listing Site