

# Bild a Better Business

Tailored content, systems, and marketing design for real estate professionals who value polish, presence, and performance.



## Suggestions for what a great real estate email signature needs to look professional and compliant:

- **Your full name**

Use the name on your real estate license. That's the version your state recognizes, and it helps protect you from claims of misrepresentation.

- **Your brokerage name**

This is required. You must clearly state your brokerage, no matter what state you're in. If your email mentions listings or market activity, the brokerage name needs to be there.

- **Your license number and disclosure**

Depending on your state (California), you may be required to include your real estate license number in your email.

Many states also require a specific phrase like:

- **“Licensed to sell real estate in [List all your states you’re licensed in]”**

This clears up where you're legally allowed to do business and is often required in email, print, and digital marketing.

*If you're not sure about your state's rules, check with your real estate commission, licensing board, or board of REALTORS®; they'll send you in the right direction.*

- **Your title**

If you're a REALTOR®, you must use the word in all caps with the ®. But only if you're a current NAR member. Otherwise, stick with “Real Estate Agent” or “Broker.”

- **Your contact info**

Keep it simple. One phone number, one email address, and a link to your website or listings page. That's enough.

- **Your city/state or market area**

This helps clients know where you work and adds some local context, especially if you're working with referrals.

- **An Equal Housing Opportunity statement or logo**

This isn't required in every state, but if you're linking to listings or promoting real estate services, it's a best practice. Plus, it shows you're paying attention to fair housing rules.

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