

MortgageBrokers.com: Marketing & Advertising Standards of Practice

Brokers & Agents registered in the Province of Ontario

Regulations based on FSCO – Mortgage Brokerages, Lenders & Administrators Act 2006 MBLAA)

Any advertising mediums must include the following:

- A Mortgage Broker or Agent shall disclose the Brokerage license name and number clearly and prominently (MortgageBrokers.com – Brokerage license # - 10408)
- When referring to a Licensed Mortgage Broker, the title must be “Mortgage Broker” (you may also **include** an equivalent title in another language)
- When referring to a Licensed Mortgage Agent, the title must be “Mortgage Agent” (you may also **include** an equivalent title in another language)
- A Mortgage Broker or Agent shall state clearly that he or she is a Mortgage Broker or Agent under the authorized licensed brokerage (MortgageBrokers.com)

*****Please note:** One of these two titles **MUST** be used on all material seen by the public based on your current license with FSCO. These titles may be used in conjunction with other titles such as Accredited Mortgage Professional, Managing Partner, or Business Partner. However, other titles such as Mortgage Specialist, Mortgage Professional or Mortgage Consultant may **NOT** be used in place of ‘Mortgage Broker’ or ‘Mortgage Agent’.

- A Mortgage Broker or Agent shall not use a name other than the name indicated on their FSCO license
- Must **not** include any false or misleading information
- Shall maintain an email address that shows that he or she is working for the authorized licensed brokerage (MortgageBrokers.com)
- Where the logo is shown in all marketing materials the following items must be shown clearly (anywhere on the page) a) the brokerage name (MortgageBokers.com) and license number (10408) b) the licensee name as registered with FSCO
- Always include Head Office contact information

**260 Edgeley Blvd. Suite 11
Concord, ON L4K 3Y4
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Click [Here](#) For Further Information on MBLAA.

MortgageBrokers.com: Marketing & Advertising Standards of Practice

Brokers & Associates registered in the Province of Alberta

Regulations based on RECA – Real Estate Act of Alberta

Any advertising mediums must include the following:

- A Mortgage Broker or Mortgage Associate shall disclose the Brokerage license name clearly and prominently (MortgageBrokers.com)
- Must **not** include any false or misleading information
- Shall maintain an email address that shows that he or she is working for the authorized licensed brokerage (MortgageBrokers.com)
- Shall follow the industry standards as stated by RECA with respect to all advertising materials through all mediums including intranet based marketing.
- A Mortgage Broker or Associate shall not use a name other than the name indicated on their RECA license
- Always include Alberta Head Office information

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Click [Here](#) For Further Information on RECA.