

IN THE HOUSE OF REPRESENTATIVES

HOUSE BILL NO. 98

BY BUSINESS COMMITTEE

AN ACT

1
2 RELATING TO REAL ESTATE BROKERS; AMENDING SECTION 54-2053, IDAHO CODE, TO
3 REQUIRE CLEAR AND CONSPICUOUS IDENTIFICATION OF A BROKER'S LICENSED
4 BUSINESS NAME ON REAL PROPERTY ADVERTISING AND TO MAKE A TECHNICAL COR-
5 RECTION.

6 Be It Enacted by the Legislature of the State of Idaho:

7 SECTION 1. That Section 54-2053, Idaho Code, be, and the same is hereby
8 amended to read as follows:

9 54-2053. ADVERTISING. (1) Only licensees who are actively licensed in
10 Idaho may be named by an Idaho broker in any type of advertising of Idaho real
11 property, may advertise Idaho property in Idaho or may have a sign placed on
12 Idaho property.

13 (2) All advertising of listed property shall clearly and conspicuously
14 contain the broker's licensed business name. A new business name shall not
15 be used or shown in advertising unless and until a proper notice of change in
16 the business name has been approved by the commission.

17 (3) All advertising by licensed branch offices shall clearly and con-
18 spicuously contain the broker's licensed business name.

19 (4) No advertising shall provide any information to the public or to
20 prospective customers or clients ~~which~~ that is misleading in nature. Infor-
21 mation is misleading if, when taken as a whole, there is a distinct probabil-
22 ity that such information will deceive the persons whom it is intended to in-
23 fluence.