

**21 NCAC 58H .0206      ADVERTISING AND RECRUITMENT ACTIVITIES**

- (a) An education provider or instructor shall not advertise or otherwise make available any License Examination Performance Record or license examination pass rates or completion rates, nor reference or publish the pass rates of other education providers or instructors except as published on the Commission's website or as provided by this Subchapter.
- (b) Education providers shall not make or publish, by way of advertising or otherwise, any false or misleading statement regarding employment opportunities that may be available as a result of completion of a course offered by that education provider or acquisition of a real estate license.
- (c) Education providers shall not use endorsements or recommendations of any person or organization for advertising or otherwise unless such person or organization has consented in writing to the use of the endorsement or recommendation. In no case shall any person or organization be compensated for an endorsement or recommendation.
- (d) Education providers shall not offer Postlicensing courses only for brokers affiliated with a particular real estate broker, firm, franchise, or association.
- (e) Education providers may offer and advertise courses in addition to those approved by the Commission pursuant to this Subchapter provided that references to such courses are not made or published in a manner that implies approval by the Commission.
- (f) Education providers shall utilize instructional hours and materials for instructional purposes only. For purposes of this Rule, instructional purpose means any combination of distance education, synchronous distance learning, and in-person methods of real estate instruction on course topics or materials.
- (g) All Continuing Education course advertisements and promotional materials shall specify the number of Continuing Education credit hours to be awarded by the Commission for the course.
- (h) The education provider's name shall be used in all publications and advertising.

*History Note:*      *Authority G.S. 93A-4; 93A-33;*  
                         *Eff. July 1, 2017;*  
                         *Amended Eff. July 1, 2025; July 1, 2020.*