

Sec. 20-512-9. Advertising

All schools advertising courses shall comply with the following requirements:

- (1) All advertising materials shall be submitted to the commission prior to publication;
- (2) All advertising and notices shall not be deceptive or misleading and shall reveal significant facts, the concealment of which would mislead the public;
- (3) Advertisers and their agents shall substantiate claims made in an advertisement upon request of the commission;
- (4) No advertising or written or oral statements shall use misleading or unprovable claims. In discussing the students' possible or potential economic future in the field of real estate appraisal, no misleading claims may be made;
- (5) No unfounded guarantee shall be offered. All notices shall clearly and conspicuously disclose the full nature of services offered;
- (6) False or misleading claims as to tuition and other course costs are prohibited;
- (7) Material containing testimonials shall be clearly limited to those individuals reflecting their own personal experiences;
- (8) In any advertising all schools are to refrain from using the wording "Approved by the Department of Consumer Protection and Real Estate Appraisal Commission" or other like wording. The following wording may be used: "This course meets the minimum requirements as set forth by the Department of Consumer Protection and Real Estate Appraisal Commission"; and
- (9) The size of the type setting forth the wording in subdivision (8) of this section shall be no larger than the smallest type used on the advertisement.

(Effective May 18, 1994)