



Dear Keller Williams Agents and Marketing Team,

As a valued associate of Keller Williams, it is essential that all business and marketing activities strictly comply with our brokerage policies and California Department of Real Estate (DRE) regulations.

Reminder Regarding Use of Office Addresses in Advertising and Business Activities

Per California law and BGSM, Inc. policy, all physical office addresses used in any form of advertising, client communications, business cards, email signatures, websites, or marketing materials must be licensed under the brokerage (BGSM, Inc.) with the DRE.

Agents are strictly prohibited from using office addresses associated with other Keller Williams franchises that are not licensed under BGSM, Inc., even if such locations are valid licensed offices under a different KW branch. Each Keller Williams franchise operates under a separate license, and the use of any address not affiliated with your specific licensed brokerage is considered noncompliant under both DRE regulations and BGSM, Inc. policy.

Clarification of Recent Misunderstandings

We understand there may have been some confusion regarding the relationship between Keller Williams franchises. To be clear:

Being part of the Keller Williams brand does not authorize agents to use other KW franchise office locations unless that specific office is listed under BGSM, Inc.'s active DRE license.

This policy applies to:

- Website footers and headers
- Digital and print marketing
- Business cards, email signatures, and signs
- Any public or private representation of your professional office address

Use of Accurate License Numbers in Public-Facing Materials

Agents must ensure that their individual DRE license number are accurately displayed on all public-facing materials, including websites, online profiles, signage, marketing, and social media.

The use of placeholder numbers (MLS provided Team Numbers), expired licenses, or formatting errors needs to be corrected. **Please double-check your license number in all advertising and online content to ensure accuracy.**

Broker Enforcement and Compliance

To maintain compliance and protect our brokerage and agents:



- BGSM, Inc. conducts ongoing audits of agent websites and marketing.
- Any use of unlicensed addresses will be flagged for immediate correction.
- Additional training and compliance reviews will be conducted

We have recently provided a training reminder and firm-wide communication to clarify this issue. Please reach out to the broker team if you are unsure whether an office address is licensed under BGSM, Inc.

Thank you for your cooperation in maintaining the integrity and compliance of our brokerage.

Sincerely,

Jeanne Gallagher

Jeanne Gallagher

Broker of Record

KW Advisors Peninsula Estates, KW Advisors San Francisco, KW Advisors Palo Alto

DRE# 01802283