**Real Estate Teams Registrations**

**Applications**

Teams applications will be available shortly. You will receive an email when the applications are posted on E-License.

**Advertising Guidance**

1. Teams must include the name of and contact information of the sponsoring real estate broker, which must be included at a prominent location in all the team’s advertisements
   1. “Prominent” in this context means that the name and contact information is: easily readable in font, color and size; pronounced so that it stands out from other font and graphics; and placed in a clearly visible location within the advertisement
2. Teams must also follow all advertising requirements and standards that apply to real estate brokers [found here](https://eregulations.ct.gov/eRegsPortal/Browse/RCSA/Title_20Subtitle_20-328Section_20-328-5a/).

**Team Names**

The Department will not pre-approve team names. Make sure your Team name meets the following requirements:

1. The team name must include the full name of at least one individual (not business entity), licensed real estate broker or real estate salesperson who is part of the team.
   1. If you don’t use the full name of at least one individual licensee, the Team name must be immediately followed by “at/of [full name of the sponsoring real estate broker]”
   2. Note: An @ symbol may not be used, “at” or “of” must be spelled out
2. The word ‘team’ must be included in the team name
3. Names shall **NOT** include any abbreviation, term or phrase, including but not limited to:
   * affiliates
   * alliance
   * associates
   * business
   * collective
   * company
   * cooperative
   * corporation
   * division
   * enterprise
   * entity
   * exchange
   * firm
   * group

* holdings
* incorporated
* LLC
* LP
* Office
* Operation
* Organization
* Partnership
* Practice
* Professionals
  + Proprietor
  + real estate
  + realty
  + supplier
  + trade
  + unit
  + venture
  + Or any words that imply that the team is a business entity

1. Names shall **NOT** include the name of any individual who is not a licensed real estate broker or real estate salesperson
2. Names shall **NOT** include the name of a business entity before the “at/of [full name of the sponsoring real estate broker]” language
3. Names **MAY** include terms related to a service being offered – such as rentals, leasing, property management, commercial and homes

**Examples of Team names permitted:**

* Jane Doe Team
* Allyson Agent Team
* Jane and Allyson Team at ABCDEFG Real Estate
* Team Smith-Jones at ABCDEFG Real Estate
* Smith/Jones Team of ABCDEFG Real Estate
* Sunrise Team of ABCDEFG Real Estate
  + **Important Note:** *This name is not permitted if the Sunrise Team is the name of a registered business entity. Even if the actual registered business entity is Sunrise Team Inc, or Sunrise Team, LLC.*

**Examples of Team names NOT permitted:**

* Jane Doe Real Estate
  + Uses a prohibited term, implies a business entity, doesn’t include the word “team”
* Allyson Agent Associates
  + Uses a prohibited term, implies a business entity, doesn’t include the word “team”
* The Jane and Allyson Group at ABCDEFG Real Estate
  + Uses a prohibited term, implies a business entity, doesn’t include the word “team”
* Jane Doe Team powered by ABCDEFG Real Estate
  + Must read “at” or “of” [full name of the sponsoring real estate broker]
* Sunrise Team with ABCDEFG Real Estate
  + Must read “at” or “of” [full name of the sponsoring real estate broker]

For more information/questions, please contact: dcp.realestate@ct.gov