



SUSSEX COUNTY ASSOCIATION OF REALTORS®
23407 PARK AVENUE GEORGETOWN, DE 19947
302-855-2300
SCAOR.COM | INFO@SCAOR.COM

SCAOR MEMBER E-BLAST GUIDELINES

To ensure timely distribution of your e-blast, please review the following requirements before submitting your flyer.

CONTENT REQUIREMENTS

- Flyers may only contain information regarding an ACTIVE MLS listing or Open House.
- Any listing information included must pertain to an ACTIVE MLS listing.
- Flyers may not include offers of compensation, commission amounts, commission rates, bonuses, incentives, or similar information.

FILE REQUIREMENTS

- Flyers should be submitted as a single, finished file in JPG, PNG, or PDF format.



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- For best results in email distribution, a portrait-oriented layout (approximately 1080 x 1350 pixels) is recommended.
- Please do not place the flyer within the body of your email.
- Screenshots, multiple files intended to be assembled, or incomplete marketing materials cannot be accepted.

ADVERTISING COMPLIANCE

All submitted flyers must comply with applicable Delaware Real Estate Commission (DREC) advertising regulations.

AT A MINIMUM:

- The complete Brokerage Organization name must be included.
- The Brokerage Organization office phone number registered with DREC must be included.



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- All phone numbers must be clearly identified (Office, Cell, Direct, etc.).
 - The Brokerage Organization name and office phone number must appear with greater prominence than the licensee's name or team name, as required by DREC regulations.
 - If the term REALTOR® is used, it must appear in all capital letters with the registered trademark symbol.

It is the submitting member's responsibility to ensure compliance with all applicable advertising regulations.

PROOFING AND APPROVAL

- Submitted flyers must be complete and publication ready.
- SCAOR staff do not edit, proofread, redesign, resize, or otherwise modify submitted materials. Flyers that do not meet these guidelines or appear non-compliant with



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applicable advertising regulations may be returned for correction prior to distribution.

SUBJECT LINE

- Members may provide a preferred email subject line.
- For listing and Open House promotions, the subject line should begin with the town or community in which the property is located whenever possible.

FEES AND SCHEDULING

- Cost: \$100 per page, per distribution.
- This service is available exclusively to SCAOR members.
- An invoice will be added to your account and emailed to you.
- Payment must be received prior to distribution.

While every effort will be made to distribute e-blasts



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promptly, SCAOR reserves the right to schedule
distributions at its discretion.

SUBMISSION

Please email completed flyers or Questions regarding
flyer submissions to: michael@scaor.com

Thank you for your cooperation.

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