

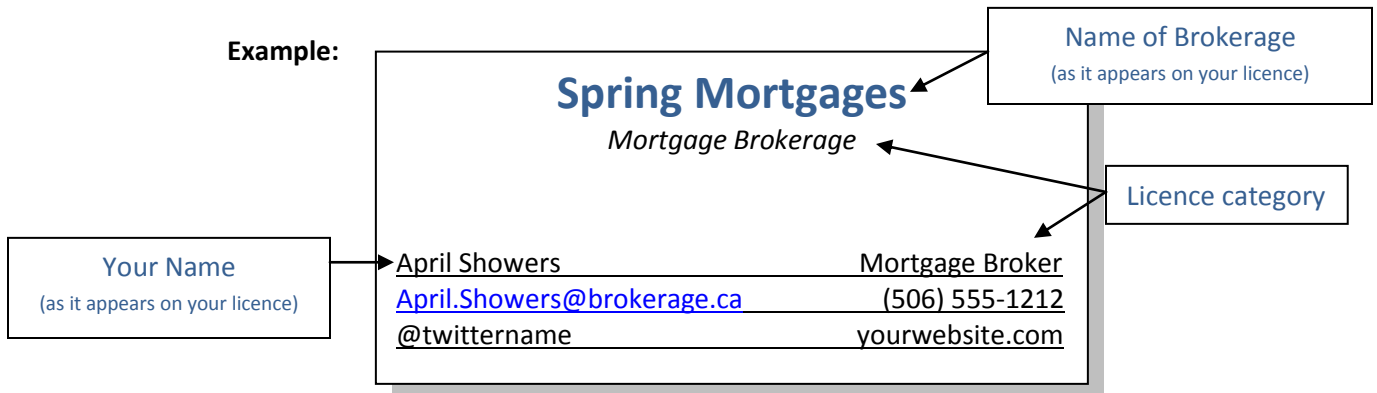


**CONSUMER AFFAIRS BULLETIN – 2017-004**

*Mortgage Broker Act – Advertising and Correspondence*

<b>Brokerage Name</b>	When advertising brokers and associates must identify the brokerage they are licensed under and identify the company as a “Mortgage Brokerage”.
<b>Business Name</b>	Brokerages and administrators must conduct business using only the name set out in their licence. You can advertise using another business name, only if that business name is included on the brokerage’s licence.
<b>Licence Type</b>	All correspondence and advertising must include the individual’s approved licence category (ie. Mortgage Broker or Mortgage Associate).
<b>Internet</b>	Information posted online is considered advertising and must meet advertising requirements. This includes social media (eg. Facebook, LinkedIn, Twitter)
<b>Licence number</b>	Licence holders are not required to use their licence number in advertising.
<b>Business Cards</b>	Business cards are considered correspondence and must include the names set out in the licences and the categories of licence of both the brokerage and the individual broker or associate.

**Example:**



**Unlicensed individuals** Brokerages should ensure their advertising (eg. websites) does not advertise/list individuals who do not hold a licence.

**Enforcement** Failing to comply with legislative requirements may result in fines or administrative penalties ranging from \$100,000 to \$1,000,000.

**Issued by:**

Alaina M. Nicholson  
Acting Director of Mortgage Brokers

**Date:**

3 April 2017