

Three Minute Tech Tip - # 38  
April 26, 2006

Recent changes to the regional website prevent you from changing your name on agent level pages. There is a very good reason for this.

**TODAY'S TECH TIP: It's My Name – Why can't I change it?**

When a new agent domain is created on the regional website, your name and office information are included in the basic startup information. We used to allow you to review and change your name but we have recently taken away that ability. You now have to contact the regional helpdesk to make changes. Why?

The name fields are designed to display your personal name on various pages throughout the website. As a result, your name appears on pages which are considered advertising by the New Jersey Real Estate Commission. You are already aware that the advertising rule under NJREC 11:5-6.1(b) specifically states: "All advertising by a salesperson or broker-salesperson shall include the name in which they are licensed..." The License Laws then go on to list specific conditions for displaying the licensed status of the salesperson.

The problem arises when associates enter text in the name fields other than their legally licensed name. Some persons have taken the liberty of adding designations, descriptions, or even short slogans in the name field. As a result, these additional terms appear as part of the name display, and can get the agent in serious trouble with the NJREC, possibly resulting in stiff fines. As the owner of the regional website, RE/MAX of New Jersey could also be considered responsible for such illegal displays.

In the next few days the regional technology staff will review all entries on our site, and remove any information other than the associate's name. Please review the information displayed on the website to make sure your name is correctly displayed as shown on your real estate license. If you need to make changes, contact the helpdesk directly.

Time's up! Gotta go. Have suggestions for other Tech Tips? [E-mail me.](#)

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As always, feel free to contact the Regional help desk with any tech support questions at [help@remax-nj.net](mailto:help@remax-nj.net) or (888) 54-REMAX.