

Nebraska Administrative Code, Title 299, Chapter 2 (effective May 5, 2024)

005 A broker, salesperson, or associate broker, when acting or proposing to act as a licensee involving brokerage services, shall not advertise to sell, buy, exchange, rent, or lease real property in a manner indicating that the offer to sell, buy, exchange, rent, or lease such real property is being made by a private party not engaged in the real estate business, and no advertisement shall be inserted in any publication where only a post office box number, telephone number, or street address appears.

006 Every salesperson, associate broker, and broker is prohibited from advertising under his or her own name the offering for sale, purchase, or exchange of any real property unless he or she is the owner thereof. Every licensee, when advertising his or her own property for sale, purchase, or exchange, or soliciting as a buyer of real property on his or her own behalf including but not limited to any entity in which he or she has a direct or beneficial ownership interest, must disclose in such advertising that he or she is a licensed real estate salesperson, associate broker, or broker acting as a principal in the transaction.