

PENNSYLVANIA  
REALTORS®

PRI  
INSTITUTE



The Greater Mercer County  
Association of REALTORS®

P R E S E N T

Friday | January 15, 2010 | 1:30 p.m. to 5:00 p.m.

**Hickory VFW/Normandy  
Banquet Center**

**5550 East State Street**

**Hermitage, PA 16148**

**724.981.2273**

**Tuition**

\$50 Before Course

\$75 Walk-ins

**Approved** for 3.5 hours of  
real estate CE by PA Real  
Estate Commission

\*Does NOT satisfy the 14 hours  
of mandatory CE required for  
those licensed after 12/1/07 in  
PA

## Advertising and the Agent

**PRESENTED BY MELANIE MCLANE**

This course covers advertising, from the viewpoint of RELRA, the Code of Ethics, and Fair Housing guidelines. Agents are often unsure as to what they may and may not do with respect to advertising. The National Association of REALTORS® has added some significant standards of practice to the Code of Ethics as it relates to internet advertising. The Real Estate Commission in Pennsylvania has issued guidelines relating to internet advertising as well.

This session is offered by the PA REALTORS® Institute. PRI is an Equal Opportunity Provider of Education. Please note there is a \$20 charge for returned checks and for cancellations. Refunds will be made provided notice of cancellation is received at least 4 calendar days prior to event.

800.745.5527

500 North 12<sup>th</sup> Street, Lemoyne, PA 17043

**Enrollment Agreement** (Please print):

January 15, 2010

**Advertising and the Agent**  
**Hickory VFW/Normandy Banquet Center**

\$50

NAME \_\_\_\_\_ NICKNAME FOR BADGE \_\_\_\_\_

FIRM NAME \_\_\_\_\_

FIRM ADDRESS \_\_\_\_\_ CITY \_\_\_\_\_ STATE \_\_\_\_\_ ZIP \_\_\_\_\_

FIRM PHONE \_\_\_\_\_ FIRM FAX \_\_\_\_\_

E-MAIL ADDRESS \_\_\_\_\_

BOARD/ASSOCIATION \_\_\_\_\_ REAL ESTATE LICENSE NUMBER(S) \_\_\_\_\_

**ADVANCED REGISTRATION DEADLINE: January 8, 2010**

**Sign me up! Below are my choices:**

✓ CALL 800.745.5527 —credit card    ✓ FAX 717.561.8796 — credit card

✓ PAR Online at [www.parealtor.org](http://www.parealtor.org)

**Credit Card** (Check one):     Visa     MasterCard

American Express     Discover

CARD NUMBER \_\_\_\_\_ EXPIRATION DATE \_\_\_\_\_

CARD HOLDER NAME (Please Print) \_\_\_\_\_ SIGNATURE \_\_\_\_\_

Check here if you require special assistance and attach a written description of your needs.

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