

Advertising

1. Always include the Equal Housing Opportunity Logo.
2. Always include a HUD-home disclosure and link to HUD's listing site www.HUDHomeStore.com and www.SageAcq.com for more information.
3. Note any flood plain zones, or other warning information as it appears on the property's internet listing.
4. Adhere to all federal, state, county, city and real estate commission advertising regulations as well as compliance with Truth-in-Lending Act when advertising HUD homes; include but not limited to Blind Advertising, regulations regarding directional, etc.
5. Do advertise HUD homes in a professional and ethical manner; be positive and proactive in your HUD home advertising, do not destroy, damage or remove signage and advertising of the HUD registered listing agent.
6. Do not imply exclusivity. The HUD Home Sales Process is an OPEN Selling Process.
7. Advertise the property's list price based on the list price found on www.HUDHomeStore.com. Do not state or imply an incorrect price which differs from the list price on HUD's listing site.
8. If your advertisement mentions the Seller paying closing costs, you must use the verbiage, "Seller will pay up to 3% closing costs".
9. Refer to HUD homes as "For Sale", "HUD-owned", or "HUD-acquire". Do not advertise properties as distressed, foreclosed, government, must sell, or repossessed. Avoid all negative connotations.
10. Do not place a sign on HUD Properties. Only the local listing broker is allowed to place a sign on the property. Agents may use directionals, but not excessively and only where they are allowed.
11. Report Ad-Non Compliance to the Customer Service email address for your state with the subject line "Ad Non-Compliance".
4A, 7A, 8A - Atlanta.CustomerService@SageAcq.com
1D - Denver.CustomerService@SageAcq.com
1P, 4P, 5P - Philadelphia.CustomerService@SageAcq.com

Showing

1. Do not hold Open Houses at HUD Properties. Only the Listing Broker is allowed to host open houses. If you would like to attend an Open House hosted by a Sage HUD Listing Broker, go to our [event calendar](#) and select Open House as the event type in your search.
2. Always sign the sign in sheet when entering a HUD Property.
3. Always secure the property when leaving and return key to the lockbox.

Adhere to all Fair Housing and Equal Opportunity rules. [Click here to learn more.](#)