



New York State Association of REALTORS®, Inc.

## NYS General Business Law

### § 396-b. Advertisements

Any person, firm, corporation or association, or agent or employee thereof, hereinafter called person, who, being engaged in the business of dealing in any property, makes, publishes, disseminates, circulates or places before the public or causes, directly or indirectly, to be made, published, disseminated, circulated or placed before the public, in this state, any advertisement respecting any such property, in any newspaper, magazine, or other publication, or over any radio station or television station, unless it is stated in any such advertisement that the advertiser is a dealer in such property or from the context of any such advertisement, it plainly appears that such person is a dealer in such property so offered for sale in any such advertisement; or when placing or causing any such advertisement to appear in any newspaper, magazine or other publication or radio or television station as described in this section, if requested by the publisher of any such newspaper, magazine or other publication or owner or operator of such radio or television station or any agent or representative thereof to file with such owner or operator, publisher, agent or representative thereof his true name, or where he is transacting business under a name other than the true name pursuant to law, then the name under which such business is transacted, and each business address wherein any business is transacted by him, in the class of property advertised or to be advertised for sale in such advertisement, shall make any false statement in relation to any of such items; or if requested by the publisher of any such newspaper, magazine or other publication or owner or operator of such radio or television station or any agent or representative thereof to file with such owner, operator, publisher, agent or representative thereof a statement showing whether he is causing such advertisement to appear or is offering to make such sale or disposition or transaction, as herein set forth, as principal or agent, and if as agent, to set forth such information as is specified in this section, in relation to his principal as well as in relation to himself, shall make any false statement in relation to any of such items; is guilty of a misdemeanor.

### § 396-d. Advertisement and description of real property

Whenever any person or persons, firm or corporation, shall use in connection with the designation, description, advertisement, lease or sale of any real property, any name which shall include the name of any political or territorial subdivision situated in the county or in any county immediately adjoining the county in which such property is situated, other than the name of the political and territorial subdivision in which the particular property referred to is located, such person or persons, firm or corporation shall, as part of every such designation, description, advertisement, lease or sale, and with the same prominence given to any such name or part of such name, state and display the name of the town, village, city or other political subdivision in which such property is actually located.