

Team Names

Team names and fictitious business names can be very useful in branding and marketing your services. Below are the basics you need to know if you want to use a team name.

What is the difference between a Fictitious Business Name (DBA) and a Team Name?

A “fictitious business name” is the name a person uses to conduct business if that person is not using his or her own legal name. It must be filed with the county and approved by CalBRE.

A team name is a name that a salesperson can use in his or her branding and marketing. It is not considered a fictitious business name and therefore does not have to be filed with the county or approved by CalBRE, as long as it complies with all of the rules outlined below.

Can an Individual Salesperson Market Themselves as a Team?

No. A team name can only be used by two or more licensees who work together to provide services that require a real estate license, or who represent themselves to the public as being part of a team, group or association that provides those services.

What Must a Team Name Include?

- The team name must include the surname of at least one salesperson or broker-associate, plus one of the following terms: group, team, or associates
- The team name cannot suggest independence from the broker
- The team name cannot include the following words: real estate broker, real estate brokerage, broker or brokerage
- The team name may include the term “Realty” or “Real Estate” ONLY IF the other requirements are met - for example, the “Smith Real Estate Team” would be allowed

What Must be Included in Team Name Advertising?

Advertising must include:

- At least one team member’s name and CalBRE License #
- The broker’s name - which must be displayed as conspicuously as the team name