

Recruitment Activities and Product and Service Promotion Policy

Recruitment Activities and Product and Service Promotion Policy Purposes:

- 1. To ensure education classes remain instructional and professional*
- 2. To prohibit use of instructional time for recruitment*
- 3. To prohibit use of instructional time to product and service promotion AND*
- 4. To address students' desire for information about employment opportunities.*

Recruitment Activities Policy: *No instructor, school director or provider employee shall use class time to encourage, induce or promote student employment, affiliation or membership with any particular real estate licensee, real estate organization, franchise, or network. "Promote" includes the making introductory remarks about a licensee, organization, franchise, or the naming of such in examples (unless a reported court case).*

Permissible Promotion and Recruitment Activities:

- 1. Must clearly be designated as "recruitment" and student attendance must clearly be optional*
- 2. Must be clear that IREC does not favor or embrace one brokerage over any other AND*
- 3. Must be conducted outside of instructional hour (e.g., not during classroom or "credited" time).*

If conducted during the instructional day, permissible promotion and recruitment activities must occur before or after class, or during the lunch break. If during a lunch break, it must be clear that students are free to leave. Schools may organize a "recruitment session" outside of the regularly scheduled class. Student attendance at such sessions must be optional.

Classroom time must not be devoted to the discussion or promotion of marketing materials. Firm brochures and material must not be included within any IREC approved instructional materials and course outlines. (This restriction does not apply to a brokerage firm's "in house" educational activities, except to the extent that credited classroom time may not be used to promote the firm.)

Product and Service Promotion Policy: *Sponsors, providers and instructors may make available for purchase materials and services that belong to the sponsor, instructor, or some other party on a limited basis. Sponsors and instructors shall not present a course for the main purpose of selling products or services and shall limit the announcement of products or services during the course. It is the Commission's intent that product and service promotion does not interfere with the presentation of the approved course material and the course is presented completely as it was approved.*

Approved by the Idaho Real Estate Commissioners 7/11/2022

Effective July 2022