

RECRUITMENT ACTIVITIES AND PRODUCT AND SERVICE PROMOTION POLICY

The following policies have been developed to ensure that real estate education classes remain both instructional and professional. The policies specifically prohibit the use of instructional time for recruitment purposes or for the promotion of products and services. Additionally, these policies 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).

Classroom time must not be devoted to the discussion or promotion of marketing materials. Firm brochures and material must not be included within any DOPL 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.)

PERMISSIBLE PROMOTION AND RECRUITMENT ACTIVITIES

- 1. Must clearly be designated as "recruitment" and student attendance must clearly be optional.
 - 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.**
- 2. Must be clear that DOPL does not favor or embrace one brokerage over any other.*

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 DOPL'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.

Course applications containing materials that violate this policy will be denied.

***Approved by the Idaho Real Estate Commissioners 7.15.2025
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