

HB 466 AND HOW IT AFFECTS ADVERTISING PROPERTIES

Effective **October 24, 2024**, Ohio House Bill 466 mandates that real estate licensees must enter into a **written agency agreement** before representing a buyer or seller in most real estate transactions.

KEY REQUIREMENT:

- *A licensee must have a signed agreement before they can market a seller's property.*

Under HB466, licensed agents can no longer advertise or promote a property without a signed agreement. This applies to all types of marketing, including **social media posts, flyers**, or other promotions, even if the property address is not disclosed.

In addition to HB 466, agents must comply with the **Clear Cooperation Policy**, which states, *"Within one business day of marketing a property to the public, the listing broker must submit the listing to the MLS."*

For real estate professionals, HB 466 sets a consistent statewide standard while reinforcing practices that protect both clients and licensees. Ultimately, HB 466 strengthens trust in the transaction and supports a more transparent, professional real estate marketplace in Ohio.

