

WAC 308-124A-815 Prohibited firm and assumed names. (1) The department can deny, suspend, or reject a firm name or assumed name if it:

- (a) Is derogatory;
- (b) Is similar or the same as another licensed firm name;
- (c) Implies that the firm is a public agency or part of government;
- (d) Implies the firm is a not-for-profit organization;
- (e) Implies it is a research organization.

(2) The following are nonexclusive examples of language that are deemed to be similar when used individually or in combination:

- (a) The use of a different corporate designator, for example, Corp., Co., Inc., Ltd., and the like.
- (b) The addition or deletion of an article or conjunction from the name, such as "the," "a," or "and."
- (c) The use of a plural.
- (d) The use of a geographic designator after the association's name. In the case of affiliates using the same name with a geographic or other designator, written consent will be required from the parent or affiliate.
- (e) The abbreviation of a word in the same name.
- (f) The substitution of a symbol for a word or vice versa.
- (g) The use of the terms "realty," "real estate," "group," "realtors," or "firm."

(3) A real estate firm shall not advertise in any manner using a name which has not been licensed by the department. A bona fide franchisee may be licensed using the name of the franchisor with the firm name of the franchisee.

[Statutory Authority: RCW 18.85.041 and chapter 18.85 RCW. WSR 18-23-063, § 308-124A-815, filed 11/16/18, effective 12/17/18. Statutory Authority: RCW 18.85.041. WSR 13-14-077, § 308-124A-815, filed 7/1/13, effective 8/1/13. Statutory Authority: RCW 18.85.040 and 18.85.041. WSR 10-06-078, § 308-124A-815, filed 3/1/10, effective 7/1/10.]