

## Public Remarks Guidelines

### New Rule:

Public Remarks must only describe the physical traits of the property and incentives provided by the seller to the buyer, specifically related to the property with specific purpose and must be in compliance with HUD regulations/guidelines. Remarks of a promotional nature are strictly prohibited; incentives cannot include a third party or third party reference.

### Rule Guidelines:

- Incentive must be from the seller to the buyer. No other third party can offer the incentive.
- Incentive must comply with HUD guidelines/regulations. The incentive must be able to be put on the HUD.
- The incentive must be specific in purpose. It can not be a vague bonus or allowance. They must state the specific purpose of incentive.

### The following examples are now acceptable:

- \$15,000 Price Reduction
- Priced \$5000 below list appraisal value
- Appraised \$270,000 2yrs ago  
Fall showcase pricing of \$168,900.00 is effective until 10/31/05
- 5% off lot price until the end of the year
- \$1000 reserves a lot for 30 days
- \$2000 Furniture Allowance
- \$5000 Appliance Allowance
- \$15,000 in prepaid assessments

### The following examples are not specific enough:

- \$2000 seller paid with full price offer - (need to list specifically what the seller paid are)
- Ask about our \$2500 Buyer Incentive - Limited Time - (need to list specifics of what incentives are)
- Ask about \$15,000 in special parade of homes incentives! – (have to list what the incentives are)
- \$1000 Buyers Bonus - (not specific enough)
- \$5000 for the Buyers Choice

### The following examples are not allowed:

- \$2000 Gift Card
- Low monthly payments, zero down, and up to \$14,000.00 CASA funding contribution from the lender
- \$1340. cash at closing(restrictions)
- \$5,000 cash back to buyer w/closing before 12/31/05
- OTHER HOMES START AT \$320,000 – (if referring to a new development it is ok but if previously built and referring to neighborhood it is not allowed)