T-04.1 Pre-publish compliance checklist

One page. Print it. Tape it where you publish. Every item is a yes before anything goes out under your license. Also Appendix C.

Piece: _____ **Channel:** MLS / portal / flyer / social / email / text
Date: _____

#	Item	Yes
1	Every fact in the piece is on the verified fact list (walkthrough, seller questionnaire, public record, permit history).	☐
2	Fair Housing scrub (P-04.1) was run, and I read every flag and decided each one myself.	☐
3	No phrase describes who should buy or live here, or who the neighbors are, or points at a protected characteristic (Ch. 4.1).	☐
4	No claim goes beyond the facts: no superlatives I cannot prove, no condition, view, or size claims I did not verify.	☐
5	License disclosure line (name, license number, responsible broker) is present and exact, in type no smaller than the smallest type on the piece (Ch. 4.3).	☐
6	Every image was checked against its original. No edit touched a real property element or anything visible from the property (Ch. 4.2).	☐
7	Every altered image carries the MLS label wording, the original is posted beside it or linked, and the flyer and social versions say where the original is (Ch. 4.2, 4.3).	☐
8	No client data from the "never paste" card went into the brief that produced this piece (Ch. 4.5).	☐
9	Character counts were checked by pasting into the real field, not by trusting the assistant's count.	☐
10	MLS field rules are met: no contact information or prohibited content in public remarks; open house details in the right field.	☐
11	Brokerage policy is met: any required review, approved template, or team branding rule is satisfied.	☐
12	I read the whole piece out loud once and would say every sentence to a client's face.	☐

Signed: _____ **Time to complete:** _____ min

If any item is no, the piece does not ship. Fix the brief, not the output, when the same item fails twice.