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# **Real Co-Branding in California: Creating a Salesperson owned DBA (“FBN” - Fictitious Business Name)**

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# Please Note: When using the DBA, it **MUST** be co-branded with Real Broker.

A Team name is not the same as a DBA.

A Team name may only be used by an actual team (multiple agents). It must include the last name of a Team member and include the word Team, Group, or Associates. A single agent may not use a Team name.

## [CA DRE Team Names FAQ](#)

The CA DRE and CAR provide quick reference guides for DBAs which also describes what words and types of names are allowed or not allowed in the DBA/Fictitious Business Name.

## [CA DRE DBA FAQ](#)

## [CAR DBA FAQ](#)

## [CA DRE License Disclosure Requirements for Advertising](#)

For those who prefer to use a DBA rather than a Team name, the following procedures must be followed even if you are not new to Real Brokerage Technologies.

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# 1. File DBA in San Diego County

Per CAR Legal and the DRE: Any salesperson or broker associate who currently has a DBA and wants to use it at Real Brokerage Technologies, Inc. must complete the following steps:

1. Verify DBA is available
2. The Fictitious Business Name Statement (FBNS) MUST be filed in San Diego County  
An agent may have filed their DBA in another county other than San Diego County, but it must be filed in San Diego County because our main office address is in that County. The agent will be responsible for completing all necessary FBNS paperwork which includes paying all associated costs including but not limited to notary, filing and publication fees in San Diego County.
3. **Receive Stamped FBN Statement from San Diego County**
4. **Complete the RE Form 247**
5. **Mail to the CA Department of Real Estate**
6. **Complete Proof of Publication Requirements**

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## 2. Apply & Upload Documentation

Any state-specific questions regarding the Department of Real Estate need to be discussed with the State Broker by contacting them at [CAbroker@therealbrokerage.com](mailto:CAbroker@therealbrokerage.com).

**Apply using the [CA Salesperson/Broker Assoc. DBA Process Google Form](#).**

**Upload the following required documentation to the CA DBA Process Google Form for review. The application will not be reviewed until all requested documents have been submitted.**

PLEASE use the following naming convention sample for all documents:

state\_first name \_last name\_ lease (doc type)

- San Diego County stamped and recorded FBN paperwork
- Proof of publication
- DRE form RE 247 completed and signed by the agent with the box checked to add it under our license.
- CAR form SOFBN- Salesperson Owned Fictitious Business Name AND EMAIL TO CAADMIN@THEREALBROKERAGE.COM

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# 3. DBA Added to Real Brokerage License

Once the FBN and publishing paperwork is received by CA Broker/Officer, and the CA Broker/Officer signs the RE 247 and SOFBN, the CA Broker will return all documents to the Agent for the Agent to mail directly to the DRE.

Once the DRE processes the filing, the new DBA will then be added under the Real Brokerage Technologies corporate license.

Once the above steps have been completed and the DBA appears under the Real Brokerage Technologies license on the DRE:

- Agents holding a salesperson's license must complete the DRE form RE247 to cancel this DBA under their license or that of their former brokerage and mail it to the DRE for processing.
- Broker Associates must complete DRE form RE204 to cancel the current DBA under their license. If their DBA hangs under another broker's license, the RE247 must be filed with the DRE.

Do not complete this last set of steps until your DBA appears under the Real Brokerage Technologies license on the DRE site.

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# Reminder

**When using the DBA, it MUST be co-branded with Real Broker.**

**Until all of these steps are completed, agents may not use a DBA on any signage, advertising, or marketing materials.**