

# MARLIN SPRING

## Marlin Spring – Project Advertising Guidelines

At Marlin Spring, we appreciate the time, investment and energy that the broker community commits to supporting our projects. To assist in the preparation of marketing materials, we have outlined social, digital and print guidelines for promoting any project under the Marlin Spring umbrella.

To ensure that the general public understands that a third-party ad is from a brokerage and not from the developer directly, the following ad standards must be met:

1. The project name is not to be used solely as the ‘from’ name in any email communications. The ‘from’ name must be the name of the broker/brokerage and may *include* the project name therein.
2. The project name is not to be solely used by third parties as a perceived developer social media account. Any social or digital ads must include the name of the broker/brokerage and may *include* the project name therein.
3. Project marketing must accurately reflect the project brand, asset and renderings. Project partners must also be accurate. Please contact Marlin Spring or the project sales team for confirmation of these items and/or access thereto for advertising purposes.
4. Any other forms of advertising should meet the above standards to ensure the developer maintains brand control and messaging.

We encourage you to use the assets available on our broker portal.

Thank you again for your continued support and we look forward to another successful project! For any questions or clarification, please feel free to contact [sales@marlinspring.com](mailto:sales@marlinspring.com)

Regards,

The Marlin Spring Team