

Advertising and Correspondence
Requirements Under the Mortgage
Regulation Act and Regulations

Advertising and Correspondence Requirements

Advertising Requirements

Mortgage Administrator and Mortgage Lender

Mortgage administrators and mortgage lenders must use the name shown on their license for all advertising.

If the mortgage administrator or mortgage lender's name includes a franchise name, that they are permitted to use under a franchise agreement, a statement must be included in all advertising clearly indicating that they are independently owned and operated.

Mortgage Brokerage, Mortgage Brokers and Associate Mortgage Brokers

All mortgage brokerages must use the name as shown on their license on all advertising. This means no additional names can be used in a licensee's advertising.

If the mortgage brokerage's name includes a franchise name, that they are permitted to use under a franchise agreement, a statement must be included in all advertising clearly indicating that they are independently owned and operated.

If an advertisement includes the mortgage broker or associate by name, it must be their name as shown on their license and show the brokerage for which they are authorized to act.

Also, for a mortgage broker it must show their title as "mortgage broker" or "broker" or an abbreviation of either of those titles, for an associate mortgage broker, the title "associate mortgage broker", "mortgage broker associate", "associate broker", "mortgage associate" or "associate" or an abbreviation of any of those titles. These titles may also appear in other languages.

All Licensees

No licensee shall advertise, or otherwise indicate that the licensee is a mortgage lender, mortgage brokerage, mortgage broker, associate mortgage broker, or mortgage administrator using a name other than the name set out on their licence. This means no additional names can be used in a licensee's advertising.

No licensee shall make any false, misleading or deceptive statements in any advertisement, circular, pamphlet or similar material.

Cost of Borrowing Disclosure Regulations for Advertising

Advertising – Mortgage for a fixed amount

An advertisement of a mortgage for a fixed amount must meet all the following requirements if it includes a representation about the interest rate or the amount of any payment or of any charge other than interest:

1. The advertisement must include the APR and the term of the mortgage.
2. The APR must be provided at least as prominently as the representation and in the same manner as the representation, whether visually or verbally, or both.
3. If the APR or the term of the mortgage is not the same for all mortgages to which the advertisement relates, the advertisement must be based on an example of a mortgage that fairly depicts all those mortgages and is identified as a representative example of them.

Advertising – Line of Credit

An advertisement of a mortgage that secures a line of credit must meet all the following requirements if it includes a representation about the annual interest rate or the amount of any payment or of any charge other than interest:

1. The advertisement must include the annual rate of interest on the date of the advertisement and any initial or periodic charges other than interest.
2. The information from #1 must be provided at least as prominently as the representation and in the same manner as the representation, whether visually or aurally, or both.

Advertising – Interest-free Periods

An advertisement of a mortgage must meet all the following requirements if it includes representation, express or implied, that a period of the mortgage is free of any interest charges:

1. The advertisement must indicate whether interest accrues during the period and is payable after the period.
2. The information from #1 must be provided at least as prominently as the representation, if it was expressed, or in a prominent manner, if it was implied.
3. If interest does not accrue during the period, the advertisement must also disclose any conditions that apply to the forgiving of the accrued interest and the APR, or the annual interest rate in the case of a mortgage that secures a credit card or line of credit, for a period when those conditions are not met.

Correspondence Requirements

All Licensees

All licensees must include the name and licence number shown on their licence in all correspondence and other written material prepared or used in the course of business. No licensee shall otherwise indicate they are a mortgage lender, mortgage brokerage, mortgage broker, associate mortgage broker, or mortgage administrator using a name other than the name set out on their licence, meaning no additional names can be used.

Mortgage Administrators, Mortgage Lenders, and Mortgage Brokerages

If the name of a mortgage administrator, mortgage lender, or mortgage brokerage includes a franchise name that they are permitted to use under a franchise agreement, a statement must be included in all correspondence and other written material prepared or used in the course of business clearly indicating that they are independently owned and operated.

Mortgage Brokers and Associate Mortgage Brokers

Mortgage brokers and associate mortgage brokers must include the name and license number of the authorizing mortgage brokerage in all correspondence and other written material prepared or used in the course of business. If the name of the authorizing mortgage brokerage includes a franchise name that they are permitted to use under a franchise agreement, a statement must be included clearly indicating that the brokerage is independently owned and operated.