

Minneapolis Area Association of REALTORS® Real Estate Signs Policy Position Statement

The use of signs in the sale of real estate has proven over many years to be an effective way to inform the public that a property is available for purchase. Real estate signs include both "For Sale" signs located on the property and offsite open house signs and arrows directing potential buyers to the property.

Sellers of property rely greatly on real estate professionals to effectively market their homes to potential buyers. For sale signs and open house signs and arrows directing people to the property are a significant part of the marketing effort. This is especially true in areas where properties are difficult to locate.

In order to best facilitate the sale of real property, it is important that homeowners be allowed to advertise the location of their properties to passersby as deemed necessary, provided that advertisement is not a public safety hazard or ongoing nuisance. REALTORS® understand the need and desire for communities to limit all types of advertising signage in order to avoid visual pollution, and we believe a balance can be found between these two goals.

We encourage local municipalities to enact carefully considered sign ordinances that ensure the ability of homeowners to direct prospective buyers to their properties, while keeping in mind the need to keep public right-of-ways and traffic sightlines clear.

We support these basic tenants of local real estate sign regulations:

- Signs on private property should be allowed with the owner's permission.
- Off-premise directional signs should be allowed within reason, such as during weekend hours (when open house events are most common) or during specific open house events.
- On-site for-sale signs size regulations should allow for standard information display practices, including sign riders and/or brochure boxes.

REALTORS® pledge to be mindful of and abide by all applicable real estate sign ordinances, and to uphold a code of self-regulation in this regard. Using this spirit of compliance and cooperation, we seek to preserve and protect the right of citizens to market their property through the judicious use of real estate signs while balancing the needs of the municipality and its residents.