



POLICY STATEMENT

SIGN ORDINANCES

Background:

Advertising the sale of property is essential to the livelihood of the real estate industry and the homeowners whom REALTORS® represent. In recent years, however, municipalities have incorporated a sign policy into their comprehensive land-use ordinances. Usually, sign policies include exemptions for certain signs, including real estate signs. Nevertheless, the municipality could amend its policy in the future to place more restrictions on real estate signs.

R-BAR Position:

The Reading-Berks Association of REALTORS® (R-BAR) opposes any county or municipal ordinance that would restrict or hinder REALTORS® from placing signs on a “for sale” property or from placing directional signs to navigate potential buyers to a “for sale” property. Placing signs such as this allow for residents to adequately advertise the sale of their homes.

ADOPTED
October 11, 2007