

Policy on use of NMLS Name in Course Marketing

Purpose

The purpose of this policy to establish when and how course providers who have been approved by the NMLS may use the NMLS name, “NMLS Approved” statement, and/or “NMLS Approved” logo to promote and/or market course offerings.

Background and Reason for the Policy

The Secure and Fair Enforcement for Mortgage Licensing Act (SAFE Act), requires that all pre-licensing and continuing education courses be reviewed and approved by the Nationwide Mortgage Licensing System & Registry (NMLS). As such, any course taken by a state-licensed loan originator that has not been reviewed and approved by the NMLS will not be considered eligible to satisfy a pre-licensure or continuing education requirement as required by the SAFE Act. To assist in the prevention of fraud and/or to eliminate confusion in the marketplace, this policy outlines conditions and standards for when the NMLS name, “NMLS Approved” statement, and/or “NMLS Approved” logo may be used to market or promote courses which will satisfy an industry professional’s pre-licensure or continuing education requirements.

Course Marketing Standards

It is the intention of the NMLS to have all course providers promote themselves and their course offering in accordance with the highest ethical standards. As such, permission to use the NMLS name, initials, logo, or brand will be extended only under the following conditions:

1. All advertising must be truthful and be void of any misleading statements, promises, or guarantees that cannot be reasonable fulfilled (i.e. a course may not be promoted in such a way as to guarantee that an individual will pass an exam after completing the course).
2. All advertisements must clearly state who the course provider is and must include an address, phone number and authorized course provider ID number (assigned by NMLS).
3. *Course providers* may use the words “NMLS Approved” to market themselves only if they have completed the application process and in fact been approved by the NMLS as being an approved course provider and have received a course provider ID number.
4. *Courses* may be promoted using the words “NMLS Approved” only if the course provider has been approved to offer NMLS courses *and* only after the course has been reviewed and approved by the NMLS been issued a course ID number.
5. Courses may not be marketed or be promoted as being NMLS approved until confirmation of approval has been received in writing from the NMLS.

6. The word “guarantee” is not to be associated with the offering of any NMLS approved course.
7. The word “accredited” is not to be used.
8. The words “SAFE Approved” or any similarly worded phrase is not to be associated with the offering of any NMLS approved course since the SAFE Act itself does not approve providers or their courses.
9. The words “SAFE Act Compliant” may be used if the course provider and/or the course has been submitted and has been approved by the NMLS.
10. Course providers may use the “NMLS Approved” logo to market or promote themselves or their courses. The NMLS will make available the “NMLS Approved” logo to course providers once their application has been approved. Note: the “NMLS Approved” logo may only be used to promote a provider or *those courses which have in fact been approved by the NMLS and been issued an NMLS course ID number*. The logo is not to appear in conjunction with any course that has not been approved or is pending approval by the NMLS.

Verification and Consumer Protection

The NMLS has implemented two mechanisms which may be used by industry professionals to 1) verify that a course provider has been approved by the NMLS and 2) that a course is approved and meets pre-licensure or continuing education requirements in accordance with the SAFE Act:

Listing of Course Provider on Public Web Site: NMLS will maintain and post on its web site a listing of course providers who have been approved to offer NMLS-approved courses. Industry professionals should be encouraged to check this listing prior to enrolling in any pre-licensure or continuing education course to ensure that the course provider has been approved by the NMLS to offer SAFE-compliant courses.

Listing of Approved Courses on Public Web Site: All NMLS approved courses are registered within the NMLS and are assigned a unique course ID number. This registry of courses, commonly referred to as the course catalog, is maintained on a public web site and may be searched by industry professionals. The approved course catalog contains relevant course information to include course title, number of pre-licensure or continuing education hours, information on the course provider, and dates and times of the course offering. Industry professional should be encouraged to check the catalog prior to enrolling in any pre-licensure or continuing education course to ensure that the course has been approved by the NMLS and is a SAFE-compliant course.

Trademark Protection and Enforcement

The Nationwide Mortgage Licensing System, Nationwide Mortgage Licensing System & Registry, NMLS, NMLS-R, NMLS Approved, and the NMLS Approved logo are all registered trademarks of the State Regulatory Registry, LLC. As such, the State Regulatory Registry will enforce and defend any use of its trademarks which is inconsistent with this policy. An approved course provider who misrepresents a course

as being approved when it is in fact not will be notified and will be required to take corrective action(s). *Failure to correct any problem may result in suspension or cancellation of a course provider's NMLS approved provider status.*