



.REALTOR Domain Names

Presented by Chloe Hecht



Top Level Domains (TLD)

- After the last “dot”
- Generic TLDs: .com, .net, .org,
- Country Code TLDs: .cn, .de, .ru

www.realtor.org

www.realtor.com

www.google.de

New TLDs

- 1000+ new TLDs will be introduced in 2014
- Generic TLDs: .web, .book, .mail
- Brand TLDs: .walmart, .google, .nfl

.REALTOR TLD



.REALTOR TLD

- Leverage value of the REALTOR® Brand
- Who can register?
 - NAR Members, CREA Members
 - REALTOR® Firms/Offices
 - State and local REALTOR® Associations
 - REALTOR®-owned MLSs
 - NAR-affiliated institutes, groups and business partners
- The rules that govern members' use of the REALTOR® Membership Marks will also govern members' use of the .REALTOR domains.

Definition

Real•tor (re'al-tôr')

a registered collective membership mark which may be used by real estate professionals who are members of the NATIONAL ASSOCIATION of REALTORS® and subscribe to its Code of Ethics.

Proper Use by Members

- In connection with their name
 - Sarah Smith, REALTOR®
 - REALTOR® Smith
- In connection with the full legal name of their real estate business
 - Smith Realty, REALTORS®
 - Sunshine, Inc., REALTORS®

Proper Context

- Do not use the REALTOR[®] marks generically.
REALTOR[®] = member
REALTOR[®] ≠ real estate agent
- Do NOT modify “REALTOR[®]” with descriptive words or phrases.

Use on the Internet

- The same rules governing the use of the REALTOR[®] marks in print apply in electronic media.
 - Domain names
 - Email addresses
 - Usernames in social media
- Remember:
 - With the name of a member or member's firm
 - No descriptive words or phrases!

Examples of Proper Use

www.tsmithrealtor.com

Realtorjanechicago

www.smithrealtyrealtors.com

Janesmithrealtor

jdoerealtor@gmail.com

realtor_jane_number1

realtorjsmith@yahoo.com

chicagoassociationofrealtors

Examples of Improper Use

www.bestrealtor.com

REALTOR_mom

www.commercialrealtors.com

Hotshotrealtor

www.myREALTORjoe.com

JaneChicagoRealtor

yourlocalrealtor@gmail.com

Number1realtor

floridarealtorsmith@yahoo.com

Your Use of the Marks

- Only use “REALTOR®” in its proper context and format.
- Identify and correct improper uses of the REALTOR® marks.

Trademark Resources on www.realtor.org

MEMBERSHIP MARKS MANUAL HOME

Membership Marks Manual

[Introduction to Trademarks](#)

It is important to use NAR's membership marks—including the REALTOR® logo and the terms REALTOR®, REALTOR-ASSOCIATE®, REALTORS®—correctly and according to the rules outlined in this Membership Marks Manual.

[Download this manual \(PDF, 1 MB\)](#), or browse using the links at the left.

Two videos help explain the importance of NAR's membership marks:

- [Make Our Marks Remarkable](#)
- [Why NAR Protects the REALTOR® Trademark](#)

Questions about this Manual can be directed to NAR's Legal Affairs team via e-mail to trademark@realtors.org.

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[Introduction to Trademarks](#)

[The MARKS: REALTOR®, REALTORS®, REALTOR-ASSOCIATE®, and the REALTOR® Logo](#)

[Definition of REALTOR®](#)

[License to Use the MARKS](#)

[Limitations on License to Use the MARKS](#)

[Use of the MARKS With a Member's Name](#)

[Use of the MARKS With a Member's Firm Name](#)

[Use of the MARKS by a Member Board](#)

[Specific Uses of the MARKS](#)

[Trademark Protection Program](#)

[Sample Letters](#)

- Membership Marks Manual
- Videos explaining the importance of NAR's trademark protection efforts
- Examples of proper and improper uses of the REALTOR® trademarks
- Template enforcement letters

.REALTOR Domain Names

- These rules apply to .REALTOR domains
- Registrant's name must precede .REALTOR
- Firm name must match firm/office name in NRDS
- No descriptive or generic terms adjacent to .REALTOR
- Members may use .REALTOR domains only while membership is in good standing
- Member/Firm domains may not use REALTOR® before the “dot”

Individual Names

- .REALTOR domain must incorporate name as it appears in the record used to verify membership
- May use aliases or initials however the domain must include a full first or full last name adjacent to the .REALTOR
- Generic terms can be used before the member's name
- Numbers can be used before or after the name

johndoe.REALTOR

jdoe.REALTOR

jwdoe.REALTOR

johndoe123.REALTOR

bubbadoe.REALTOR

Firm Names

- .REALTOR domain must incorporate firm name as it appears in the record used to verify membership
- Other legal or DBA names are not permitted
- If exact match to NRDS record is not available, may include a number before or after the firm name
- May only be registered by the broker of record

SunnySideRealty.REALTOR

SunnySideRealty12.REALTOR

JohnWayneRealEstate.REALTOR

CoastalCanyonRealty.REALTOR

TheGroup.REALTOR

Member Boards

- .REALTOR domain must consist of the official association name
- May use acronyms
- May not register a geographic-only domain name
- Full official names of each Member Board will be reserved for purchase by the Member Board
- NAR Member Boards may not display real property ads on the .REALTOR website

FloridaREALTORS.REALTOR

SouthwestFLBOR.REALTOR

REALTORAssociationofMaine.REALTOR

Improper .REALTOR Domains

js.REALTOR

janesmiththebest.REALTOR

smithteam.REALTOR

Janesmithrealtor.REALTOR

Launch of the .REALTOR Domain

- .REALTOR domains will be available in phases
- Individual members: October 23, 2014 on a first come, first serve basis
- First 500,000 NAR members and 10,000 CREA members will receive one .REALTOR domain free for one year
- Subsequent phases will be open to firms, Boards and Associations, and REALTOR®-owned MLSs.

THANK YOU

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