

.REALTOR Domain Names



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.

 $REALTOR^{\mathbb{R}} = member$

 $REALTOR^{\mathbb{R}} \neq real estate agent$

• 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
 - o Usernames in social media
- Remember:
 - o 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

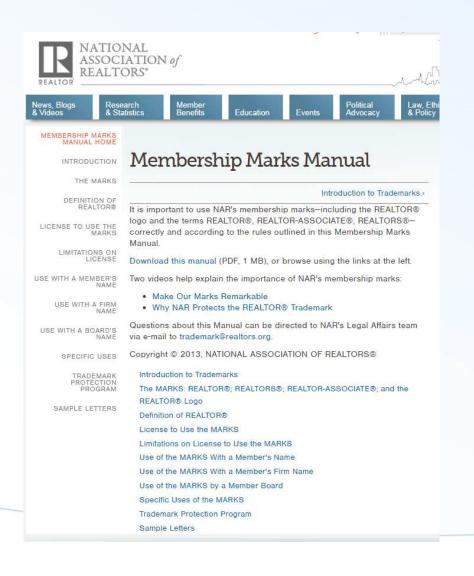


Your Use of the Marks

- 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
- 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 <u>however</u>
 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

REALTORAssociation of Maine. 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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