

MEMBERSHIP MARKS MANUAL

For Members



NATIONAL
ASSOCIATION OF
REALTORS®

TABLE OF CONTENTS

The REALTOR® Marks	3
What is a Trademark?	3
The Definition of REALTOR®	4
The License Granted by NAR to Members	4
NAR's Three Main Trademark Rules	6
<i>The REALTOR® Marks Must Be Properly Formatted</i>	6
<i>Descriptive Wording May Not Be Used with the REALTOR® Marks</i>	8
<i>All Contextual Uses of the REALTOR® Marks Must Tie Back to Membership</i>	8
Email Addresses, Domain Names and Usernames	10
Proper Use of the REALTOR® Logo	12
<i>The REALTOR® Identifier Must Be Included</i>	12
<i>Proper Coloring of the REALTOR® Logo</i>	13
<i>REALTOR® Logo Backgrounds</i>	14
<i>Area of Isolation</i>	14
<i>Sizing and Spacing Requirements</i>	15
<i>Do Not Alter the REALTOR® Logo</i>	16
Special Uses of the REALTOR® Marks	17
<i>Merchandise</i>	17
<i>Political Activities</i>	17
<i>Use of the Marks in the Media</i>	17
NAR Trademark Contact Information	18
Frequently Asked Questions	19

THE REALTOR® MARKS

For over 100 years, the REALTOR®, REALTORS®, REALTOR ASSOCIATE®, and REALTOR® Logo trademarks (the “REALTOR® Marks”) have differentiated members of the National Association of REALTORS® (“NAR”) from non-member real estate professionals. **REALTOR® has one meaning**, a member of NAR, and indicates a real estate professional’s pledge to adhere to NAR’s strict Code of Ethics. The REALTOR® Marks also signify NAR members’ commitment to protecting clients, the public, and other real estate professionals, as well as to conducting business with integrity, and providing high standards of real estate services.

The REALTOR® Marks are protected by federal law, and NAR’s Trademark Rules are designed to protect and promote the special meaning of the REALTOR® Marks, ensuring that the REALTOR® brand remains a valuable membership benefit. This manual sets forth NAR’s Trademark Rules in detail to help members understand how to properly use the marks. We hope this manual becomes a valuable tool and assists you in showing your REALTOR® pride, while at the same time protecting the REALTOR® Marks!

WHAT IS A TRADEMARK?

A trademark is a term or design that communicates the source of the products or services bearing the trademark. Over time, trademarks become associated with standards of quality or care relied on by the public.

The REALTOR® Marks are collective membership marks, which is a type of trademark that is used to indicate membership in that group. In this case, the use of REALTOR® by a real estate professional indicates that they are a member of NAR. Thus, non-members are not permitted to use the REALTOR® Marks.

A trademark owner is legally obligated to ensure its trademarks are used properly and only by authorized third parties. If a trademark owner fails to police use of its trademarks, the protection afforded to it by federal law may be lost forever. The words “escalator” and “aspirin” were once valuable brands, but due to a lack of care, vigilance, and public promotion, these terms lost their distinctive protectable qualities and are now words of ordinary use. This is why it is vital that NAR ensure members’ use of the REALTOR® Marks is proper and enforce against unauthorized uses by third parties.

THE DEFINITION OF REALTOR®

REALTOR® has one meaning only: REALTOR® is a federally registered collective membership mark that identifies a real estate professional who is a member of the National Association of REALTORS® and subscribes to its strict Code of Ethics.

In other words, REALTOR® means member of the National Association of REALTORS®.

It's important to ensure that your contextual use of the REALTOR® Marks conveys this special meaning. **Use the “Member Test”** to determine if your contextual use is proper. Simply substitute the word “member” for “REALTOR®” and objectively determine if the sentence conveys your original meaning. Check out *pages 8 and 9* for more information on the Member Test and contextual uses of the REALTOR® Marks, including examples of proper and improper uses.

Tip: REALTOR® is pronounced as REAL-tore (re'al-tôr'). Consistent pronunciation contributes to preserving the special meaning of the Marks, so make sure you are pronouncing REALTOR® correctly.

THE LICENSE GRANTED BY NAR TO MEMBERS

NAR grants active members a limited license to use the REALTOR® Marks to indicate membership in NAR subject to NAR's Trademark Rules. Keep the following in mind when using the REALTOR® Marks:

- Members may use the REALTOR® Marks for the sole purpose of indicating membership in NAR.
- The REALTOR® Marks may not be used to connote a profession or title.
- Members may only use the REALTOR® Marks in connection with their real estate business.

Tip: “Real estate business” is defined in NAR's Constitution as: real estate brokerage, management, appraising, land development, or building. Members may not use the REALTOR® Marks with activities or businesses that fall outside.

- Members may use the REALTOR® Marks in connection with their personal name (Sarah Rodriguez, REALTOR®) and in connection with their brokerage name or DBA (Sunshine Realty, REALTORS®). This means that the REALTOR® Logo must appear in close proximity to the member’s name or business name.

Tip: Members may not use the REALTOR® Marks in connection with team names.

- The REALTOR® Marks may be used *in connection with* brokerage names but *not as a part of* brokerage names. That means that your brokerage’s legal name or DBA must not include the REALTOR® Marks.
 - For example, if a member brokerage’s legal name is “Sunshine Realty, Inc.,” the REALTOR® Marks may be used with the brokerage name: Sunshine Realty, REALTORS®. If the member brokerage adopts a DBA of “Sunshine”, the REALTOR® Marks may be used with the DBA: Sunshine, REALTORS®.
 - The business name “Sunshine REALTORS®, Inc.” and DBA “Sunshine, REALTORS®” are both improper because they include the REALTOR® Marks.
- The license is limited to the office or place of business with which a member’s membership is associated, which is indicated in a member’s membership record.
- A member’s license to use the REALTOR® Marks automatically terminates when that individual ceases to be a member in good standing of NAR.

Tip: Because individuals must cease all use of the REALTOR® Marks if their NAR membership lapses, members should carefully consider use of the REALTOR® Marks on items that will be difficult or costly to replace, such as business signs, domain names, and email addresses.



NAR'S THREE MAIN TRADEMARK RULES

The meaning of REALTOR® is supported by **three main rules**:

1. The REALTOR® Marks must be formatted properly.
2. Descriptive wording may not be used with the REALTOR® Marks.
3. All contextual uses of the REALTOR® Marks must tie back to membership in NAR.

1. THE REALTOR® MARKS MUST BE PROPERLY FORMATTED.

Proper formatting of the REALTOR® Marks conveys to others that REALTOR® is a trademark and therefore has a special meaning. Keep in mind the following formatting when using the REALTOR® Marks:

Whenever possible, always display the REALTOR® word marks in all uppercase lettering with the trademark registration symbol:

REALTOR® **REALTORS®**

If this formatting is not possible, then the REALTOR® Marks may be formatted one of the following ways:

- With a capitalized letter R and the trademark registration symbol ®:

Realtor® **Realtors®**

- In all uppercase letters without the trademark registration symbol ®:

REALTOR **REALTORS**

The font Futura Black may not be used to display the REALTOR® word marks or wording adjacent to the REALTOR® Logo. The “R” in the Block portion of the REALTOR® Logo is Futura Black, and other uses of this font with the REALTOR® Marks detract from and compete with the REALTOR® Logo.

REALTOR®



The REALTOR® Marks may never appear in all lowercase letters. The only exception to this is in domain names, email addresses, and usernames, such as social media usernames, because capitalization is not typically recognized. See *pages 10 and 11* for more information on use in domain names, email addresses, and usernames.



Members must separate the REALTOR® Marks from their personal name or business name with punctuation, such as a comma or hyphen. Separating punctuation must be used even if the REALTOR® Marks are displayed under the member's or brokerage's name.

Sally Rodriguez, REALTOR®

**John Smith,
REALTOR®**

Sunshine Realty — REALTORS®

Pleasant Realty, REALTORS®

Separating punctuation is not needed if REALTOR® appears before the member's name.

REALTOR® Sarah Jones

Members may not misspell, reconstruct, expand, abbreviate or divide the REALTOR® Marks. The following are examples of prohibited uses of the REALTOR® Marks:

REAL-I-TOR

REALTORiffic

R-E-A-L-T-O-R-S

RLTR.

REALTOR® - Assistant

REALTER

REALTOR-rent of Homes

The formatting rules for the REALTOR® Logo are explained on pages 12 to 16.

2. DESCRIPTIVE WORDING MAY NOT BE USED WITH THE REALTOR® MARKS.

NAR's Bylaws prohibit the use of descriptive wording with the REALTOR® Marks. The REALTOR® Marks are intended to distinguish members from non-members. Using descriptive wording with the REALTOR® Marks has the improper effect of distinguishing between members. Prohibited descriptive wording includes geographic descriptors, adjectives, and words such as "my", "your", and "the."

Professional REALTORS®

Jane the REALTOR®

Top Chicago REALTOR®

www.bestrealtor.com

Hometown REALTOR®

steve@number1realtor.com

3. ALL CONTEXTUAL USES OF THE REALTOR® MARKS MUST TIE BACK TO MEMBERSHIP.

Contextual uses of the REALTOR® Marks must always clearly convey that REALTOR® means member of NAR by directly referring back to membership in NAR or a state or local association. The REALTOR® Marks may never be used to denote a vocation or business.

Tip: If you are using the REALTOR® Marks contextually in any public-facing written material, the definition of REALTOR® must appear at the bottom of the page on which the term REALTOR® is first used.

Use **NAR's Member Test** to determine whether a contextual use is proper. Simply replace the term "REALTOR®" with "member" and objectively determine if the sentence conveys the correct meaning. Keep in mind that it doesn't matter if you intend to refer to NAR members. The sentence on its own must clearly convey the correct meaning of REALTOR®.

Tip: If you determine that the sentence does not pass the Member Test, but you are truly referring to members of NAR, then simply replace the REALTOR® Marks with “members of NAR” or “NAR members.”

Proper Contextual Use:



How many REALTORS® will be at the state association meeting today?

This sentence passes the Member Test because the use of REALTOR® refers to members. Thus, the use of REALTORS® in this sentence is proper.

Incorrect Contextual Uses:



John Doe is a lawyer and licensed REALTOR®.

Substituting “member” shows that this use of REALTOR® does not pass the Member Test. Listing REALTOR® along with a separate vocation implies that being a REALTOR® is a vocation, which is not the case. Also, licensure is unrelated to membership in NAR, further emphasizing that this sentence is likely referring to the vocation of real estate professional. The sentence should instead read:



John Doe is a lawyer and licensed real estate professional.



Sunshine Realty: Builders – REALTORS® – Insurers

Use of the term "REALTOR" here does not pass the Member Test, because REALTOR® is being improperly used as to refer to an occupation. The REALTOR® Marks may not be used in conjunction with other occupations because consumers would likely read this as three job titles. The following should be used instead:



Sunshine Realty: Builders – Real Estate Agents – Insurers

EMAIL ADDRESSES, DOMAIN NAMES AND USERNAMES

Email addresses, domain names and usernames, including social media usernames, that incorporate the REALTOR® Marks must comply with NAR's Trademark Rules, with **two notable exceptions:**

1. the REALTOR® Marks may appear in lowercase lettering because email addresses, domain names and usernames are not typically capitalized; and
2. separating punctuation and the registration symbol may be omitted because such formatting is typically not available in email addresses, domain names and usernames.

Keep in mind that all other trademark rules still apply. The REALTOR® Marks must be used in connection with a member's personal name or brokerage name, and descriptive language may not be used with the REALTOR® Marks.

This means that when using the REALTOR® Marks in email addresses, domain names and usernames, the marks may only appear adjacent to:

1. the member's personal name or brokerage name, or
2. the @ symbol or the .com or other extension.

The REALTOR® Marks may not appear next to other wording.

Proper Email Addresses, Domain Names and Usernames:

sarahrodriguezrealtor@gmail.com

www.sunshinerealtyrealtors.com

@realtorsarahchicago on Instagram

sarahrealtor@cloudrealty.com



Improper Email Addresses, Domain Names and Usernames:



chicagorealtor@gmail.com

This email address is improper because it omits a member name or brokerage name, and a descriptive term (“Chicago”) appears adjacent to the REALTOR® Mark.



www.yourprofessionalrealtors.com

This domain is improper because it omits a member name or brokerage name, and descriptive terms (“yourprofessional”) appear adjacent to the REALTORS® Mark.



Janetherealtor as a username on Facebook

This social media username is improper because descriptive language (“the”) appears adjacent to the REALTOR® Mark. An acceptable replacement username is **janerealtor**.



localrealtorsarah@sunshine.com

This email address is improper because descriptive wording (“local”) appears adjacent to the REALTOR® Mark. Acceptable replacement email addresses are:

realtorsarah@sunshine.com

sarahrealtor@sunshine.com

localsarahrealtor@sunshine.com

realtorsarahlocal@sunshine.com.



PROPER USE OF THE REALTOR® LOGO



NAR established special formatting rules for the REALTOR® Logo to ensure it is always used in a consistent and uniform manner, which preserves the special meaning associated with the Logo.

Tip: Only use the downloadable files of the REALTOR® Logo that are available on nar.realtor/trademark. Members may not attempt to reconstruct or create the REALTOR® Logo on their own.

THE REALTOR® IDENTIFIER MUST BE INCLUDED

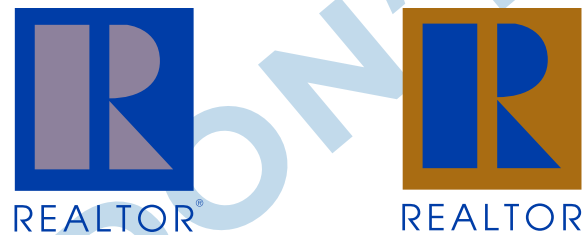
The REALTOR® Logo must always include the REALTOR® identifier underneath the Block R, as shown above. Members may not use the REALTOR® Logo without the identifier or otherwise replace the REALTOR® identifier with other wording.



PROPER COLORING OF THE REALTOR® LOGO

The block and the REALTOR® identifier must always be the same color. The “R” in the box portion of the REALTOR® Logo (the “stylized ‘R’”) must always be the same color as the background on which the Logo is placed. The Logo may be placed on any solid-color background as long as the color contrasts sharply with the color of the rectangular block and REALTOR® identifier.

Tip: The official colors of the REALTOR® Logo are REALTOR® Blue (Pantone Matching System number 293) for the block and REALTOR® identifier and REALTOR® Gold (Pantone Matching System number 873) for the stylized “R”. If these colors are used for the REALTOR® Logo, then the Logo may be displayed on any background color. Keep in mind that if REALTOR® Gold is used for the stylized “R,” then REALTOR® Blue must be used for the block and REALTOR® identifier.



REALTOR® LOGO BACKGROUNDS

The REALTOR® Logo may only be displayed over a solid-colored background.



The REALTOR® Logo may not be superimposed over an image or patterned background.



AREA OF ISOLATION

The REALTOR® Logo must always be surrounded by an “area of isolation” that is equal to half the width of the block. No other wording or design elements may appear within the area of isolation in order to enhance the distinctiveness and recognizability of the REALTOR® Logo.



The REALTOR® Logo may not be framed or surrounded with a border that violates the area of isolation.



Tip: The area of isolation applies to borders, such as the edge of a piece of paper on which the Logo appears or the border of an online banner advertisement including the Logo. The REALTOR® Logo must be separated from these edges or borders by an appropriately sized area of isolation.

SIZING AND SPACING REQUIREMENTS

All elements of the REALTOR® Logo must remain clearly readable. Members must also maintain the same relative proportions and spacing of the REALTOR® Logo, with one exception: members may increase the size of the trademark registration symbol ® as necessary to ensure its readability.



For example, the REALTOR® designation in the following Logo is not readable, so this is an **improper use** of the REALTOR® Logo:



Here, the trademark registration symbol ® in this display of the REALTOR® Logo is unreadable. Therefore, this is an **improper use** of the REALTOR® Logo.



Here, the trademark registration symbol ® is properly increased in size to ensure it is readable:



Tip: The width of the REALTOR® Logo should never be smaller than **0.375 inches** or **20 pixels**. If the REALTOR® Logo is enlarged to more than three feet in width, then the registration symbol must be readable at a distance of 20 feet.

DO NOT ALTER THE REALTOR® LOGO

Members may not alter or modify the REALTOR® Logo, including removing elements of the Logo, using the Logo to create new designs, distorting the Logo, or tilting the Logo.



The REALTOR® Logo also may not be used as the letter “R” in a word or a phrase.

**RON'S
REALTY**

**R ED
IVER
EALTY**

SPECIAL USES OF THE REALTOR® MARKS

Merchandise

Members may distribute or sell merchandise bearing the REALTOR® Marks provided the Marks are used in connection with the member's personal name or business name and the use complies with NAR's Trademark Rules. Members may not distribute or sell merchandise bearing only the REALTOR® Marks without NAR's written approval.

Political Activities:

NAR's Bylaws permit individual members to use the terms REALTOR® and REALTORS® in connection with activities in support of specific candidates in specific elections or nomination of a specific candidate in a specific election. All such materials that use the terms REALTOR® and REALTORS®, including television and radio advertisements, must include the definition of REALTOR® and identify those conducting the activity as members of a specific local association. All such uses must stop immediately after the election.

For example, distributing pamphlets bearing the phrase "REALTORS® for Jane Smith for Senate" is acceptable provided the pamphlet includes the definition of REALTOR® and identifies the originators of the pamphlet as a member of a specific local association, e.g. "Distributed by Members of the Local Association of REALTORS®." Keep in mind the pamphlet must be in support of a specific election that Jane Smith is running in and distribution of the pamphlet must cease after that election.

It is not permissible to use the phrase "REALTORS® for Jane Smith" in connection with materials that generally support the politician Jane Smith outside of a specific election.

Use of the Marks in the Media:

Most newspapers and publications follow either the Associated Press (AP) Style Book or the United Press International (UPI) Style Book. These style books treat trademarks as proper nouns and do not require use of the trademark registration symbol ®. Members may therefore format the Marks in accordance with the AP or UPI style guidelines in press releases as follows: Realtor. Keep in mind that the REALTOR® Mark may only be used to refer to members of NAR. Make sure any press release that uses the REALTOR® Marks passes NAR's Member Test, explained on *pages 8 and 9*.

Any press release that includes the REALTOR® Marks must include the definition of the term REALTOR® at the bottom of the first page.

NAR TRADEMARK CONTACT INFORMATION

For additional information or questions about the REALTOR® Marks, please contact NAR's Trademark Paralegal at trademark@nar.realtor or **312-329-8270**.

If you encounter any misuses of the REALTOR® Marks, please forward them to trademark@nar.realtor. NAR will review your correspondence and take appropriate action.

The Trademark Rules set forth in this Membership Marks Manual are official policy interpretations of NAR's Constitutions and Bylaws regarding use of the REALTOR® Marks. These Trademark Rules, and the guidelines and policies under them, are essential to the orderly, uniform use of the REALTOR® Marks, and to their preservation and promotion.



FREQUENTLY ASKED QUESTIONS

What does REALTOR® mean?

REALTOR® has one meaning only: member of the National Association of REALTORS®. See *page 4* for additional information on the special meaning of the REALTOR® Marks.

Can I call a non-member a non-REALTOR®?

No. The REALTOR® Marks should only be used to identify members of NAR. Use “non-member” when referring to someone who is not a member of NAR.

How does NAR license use of the REALTOR® Marks to members?

The license granted by NAR to members is embodied in the NAR Constitution and Bylaws and the Bylaws of state and local associations. These provisions incorporate by reference the rules and policies set forth in this Manual and any other applicable rules and policies as adopted by NAR’s Board of Directors.

Who may use the term “REALTOR ASSOCIATE®?”

Those members that hold “REALTOR ASSOCIATE®” membership in their local association must use “REALTOR ASSOCIATE®,” and not “REALTOR®,” to indicate membership in NAR. NAR’s Trademark Rules apply to use of “REALTOR ASSOCIATE®,” although please note that the trademark registration symbol ® appears after “ASSOCIATE”. Not all state and local associations offer REALTOR ASSOCIATE® membership.

What if there are non-member agents, brokers or employees in my brokerage — may they use the REALTOR® Marks?

A member broker may permit an office administrator, salesperson, or employee to use business materials, such as business cards, that display the REALTOR® Marks in connection with the brokerage name (e.g., “Sunshine Realty, REALTORS®”). Any other use of the REALTOR® Marks is not permitted on business materials used by non-members. For example, a non-member may not use the term REALTOR® or the REALTOR® Logo next to their name on a business card, even if they are affiliated with a member brokerage, but it is permissible for the REALTOR® Marks to appear in connection with the brokerage name on business materials that non-members use, such as business cards.

Can I use the REALTOR® Marks with my initials?

Members may not use the REALTOR® Marks solely with their initials. For example, member Sarah Rodriguez may not use: S.R., REALTOR®. Members must use the Marks with at least their first name or last name. For example, member Sarah Rodriguez may use: S. Rodriguez, REALTOR® or Sarah R., REALTOR®. See *page 7* for additional information on how to display the REALTOR® Marks with your name.

How may I use REALTOR® in my signature line?

The REALTOR® Marks must be used in connection with your personal name or real estate business name. Separating punctuation should separate the Marks from the name, even if the Marks appear under the name. See *pages 7 to 9* for additional information on how to display the REALTOR® Marks with your name or business name.

How can I display other designations or certifications along with the REALTOR® Marks?

Members may display other NAR certifications and designations that they have earned with their name. These NAR designations and certifications should be displayed after REALTOR® and with separating punctuation or on a separate line. *For example:*

Sarah Rodriguez, REALTOR®, GRI, SRES

Sarah Rodriguez, REALTOR®
GRI, SRES

How should I format the REALTOR® Marks if the surrounding text is in all uppercase lettering?

The REALTOR® Marks must be highlighted as special terms through additional formatting, such as boldface or italics. The following examples show proper formatting in this type of scenario:

IT WILL BE OF INTEREST TO YOUR CLIENTS THAT AS A REALTOR®,
YOU ARE BOUND BY NAR'S STRICT CODE OF ETHICS.

IT WILL BE OF INTEREST TO YOUR CLIENTS THAT AS A REALTOR®,
YOU ARE BOUND BY NAR'S STRICT CODE OF ETHICS.

See *pages 6 and 7* for additional information on formatting the REALTOR® word marks and *pages 12 to 16* for additional information on formatting the REALTOR® Logo.

Why aren't the REALTOR® Marks formatted properly in news articles or press releases?

News publications often display trademarks as proper nouns, with an initial capitalized letter and without the trademark registration symbol: Realtor. Members may use this formatting in their own press releases. Remember that contextual uses of the REALTOR® Marks in press releases must convey that REALTOR® means member of NAR. Check out *pages 8 and 9* for more information on NAR's Member Test, which will help you determine if your contextual use is proper. Please also keep in mind that press releases using the REALTOR® Marks must include the definition of the term REALTOR®. Please see *pages 6 and 7* for additional information on formatting the REALTOR® word marks.

If you believe a news publication is misusing the REALTOR® Marks, please notify NAR's Trademark Paralegal at trademark@nar.realtor.

Can I use the REALTOR® Logo as a social media profile photo?

Members' use of the REALTOR® Marks must be in connection with their name or their business name. This means that the REALTOR® Logo must appear in close proximity to the member's name or business name. Therefore, members may use the REALTOR® Logo as a social media profile photo only if the member's name or real estate business name always appears in close connection to that social media profile photo. Uses of the REALTOR® Logo as a social media profile photo must comply with the formatting rules for the REALTOR® Logo, so please ensure that the photo includes an appropriate Area of Isolation and the REALTOR® designation and registration symbol are clearly readable. Please see *pages 12 to 16* for additional information on formatting the REALTOR® Logo.

Can I call my firm West Coast REALTORS®, Inc. or otherwise include the REALTOR® Marks in my business name or DBA?

No. Members may not use REALTOR® or REALTORS® in legal business names or DBAs. The REALTOR® Marks may only be used *in connection with* business or DBA names, not *as a part of* business or DBA names. Once a business name or DBA is registered, you may then use the REALTOR® marks with that name. For example, if the registered business name is West Coast Realty, then "West Coast Realty, REALTORS®" is an acceptable use of the REALTOR® Marks.

Please see *page 5* for additional information on proper use of the REALTOR® Marks with business names.

May I use the REALTOR® Mark in my team name?

No. Members may not use the REALTOR® Marks in team names. Please see *page 5* for additional information on proper use of the REALTOR® Marks with business names.

What happens if I accidentally include the REALTOR® Marks in my legal business name or DBA name?

The REALTOR® Marks may not be included in business names or DBA names. If you accidentally include the REALTOR® Marks in your legal business name or DBA name, NAR must ask that you file the appropriate document with the relevant Secretary of State to remove the REALTOR® Marks from the name or DBA. Please see *page 5* for additional information on use of the REALTOR® Marks with business names.

What if my office is a franchisee or part of a conglomerate? How may I use the REALTOR® Marks with my firm name?

Member brokerages of a franchise or conglomerate may use the REALTOR® Marks in connection with their individual firm name as follows: Franchisor Name, Franchisee Name, REALTORS®.

Can I use the REALTOR® Marks in connection with my real estate school business, real estate marketing business, real estate professional directory, or other personal business?

No. Members may only use the REALTOR® Marks in connection with their real estate business, which is defined in NAR's Constitution as "real estate brokerage, management, appraising, land development, or building". Members may not use the REALTOR® Marks with activities or businesses that fall outside of this definition, even if the services are related to real estate, such as a cleaning business for new homeowners, real estate marketing services, a directory service for real estate professionals, or real estate-related educational services. See *page 4* for additional information on this topic.

May I use the REALTOR® Marks with my real estate business name if I also offer non-real estate services through that business?

Members are licensed to use the REALTOR® Marks in connection with their real estate business, which is defined in NAR's Constitution as "real estate brokerage, management, appraising, land development, or building". Members may use the REALTOR® Marks in connection with the name of their real estate business even if other, non-real estate services are offered under that same business name provided: **(1)** such other services are lawful and the member is licensed or otherwise legally entitled to offer such services; and **(2)** such other services do not, and are not likely to, undermine or diminish public respect for or understanding of the REALTOR® Marks, other NAR members, NAR, or other state or local associations.

Do NAR's Trademark Rules apply to social media, including hashtags?

Yes. NAR's Trademark Rules apply to all uses of the REALTOR® Marks, including on social media and within hashtags.

May members use the REALTOR® Marks in connection with programs, activities or charities that they offer or otherwise participate in, such as a sports team name?

No. Members may not use the REALTOR® Marks in this manner. Members are licensed to use the REALTOR® Marks in connection with their name and their real estate business name and only in connection with their real estate business. Only associations may use the REALTOR® Marks in the names of programs, activities or charities, provided such use complies with NAR's Trademark Rules.

May the REALTOR® Marks be used as a directory title, for example, on a brokerage website where the brokerage's affiliated real estate agents are listed?

No. This use is improper even if all of the brokerage's real estate agents are NAR members. Such use implies that the REALTOR® Marks identify a vocation instead of members of NAR and is therefore impermissible.

Can I call myself “Best REALTOR®” or a “Professional REALTOR®?”

No. NAR’s Bylaws specifically prohibit the use of descriptive wording with the REALTOR® Marks. See *page 8* for additional information on why descriptive language may not be used with the REALTOR® Marks.

Can I use REALTOR® in a sentence?

The REALTOR® Marks may be used contextually provided such use clearly conveys that REALTOR® means member of NAR. Additionally, the definition of REALTOR® must be included in public-facing materials that use the REALTOR® Marks. See *pages 8 and 9* about proper contextual use of the REALTOR® Marks, including using the Member Test to determine if your use is proper.

May I use the REALTOR® Marks in connection with a group that generally supports a politician outside of an election cycle?

No. Members may use the REALTOR® Marks in connection with activities in support of specific candidates in specific elections. Please see *page 17* for the rules that apply to members’ use of the REALTOR® Marks in connection with political activities.

Can I use the REALTOR® Logo in my brokerage’s logo?

No. The REALTOR® Logo must not be altered and may not be incorporated into other designs. Please see *pages 12 to 16* for additional information on proper use of the REALTOR® Logo.

Can I use the REALTOR® Marks on merchandise that I distribute or sell?

Members may use the REALTOR® Marks on merchandise as long as the Marks are used in close connection with the member’s name or brokerage name and the use otherwise complies with NAR’s Trademark Rules. See *page 17* for additional information on use of the REALTOR® Marks with merchandise.

May an Association use the REALTOR® Marks on clothing or other items?

Associations may use the REALTOR® Marks on merchandise that is available to the general public only if such merchandise also includes the Association's name. Merchandise that only displays the REALTOR® Marks without the Association's name may only be made available to members. See *page 17* for additional information on use of the REALTOR® Marks with merchandise.

What should I do if I am aware of a misuse of the REALTOR® Marks?

Please contact NAR's Trademark Paralegal at trademark@nar.realtor, and provide any information you have about the misuse in order to allow NAR to address the misuse.

What will happen if I misuse the REALTOR® Marks?

A member's failure to adhere to NAR's Trademark Rules constitutes a violation of that member's membership duties in their local association, state association and NAR.

When NAR or a local or state association learns that a member is misusing the REALTOR® Marks, NAR or the association will contact the member to explain proper use of the REALTOR® Marks and request that the misuse promptly ceases. If the member refuses to comply with NAR's requests to correct a misuse, their local association's Grievance Committee or NAR may file a complaint against the member for violation of their membership duties. If the local association's Professional Standards Committee finds a violation, then the member may be disciplined consistent with Section 14 of the Code of Ethics and Arbitration Manual, including possible suspension or termination of membership or MLS privileges.

NAR may also initiate legal action, which could include a trademark infringement lawsuit filed in state or federal court. NAR has successfully obtained court orders against infringers ordering that the misuser cease and desist use of the REALTOR® Marks and, in many cases, pay NAR damages and costs associated with the lawsuit, including attorneys' fees.

NAR would strongly prefer to amicably resolve any disputes and hopes that members will correct any misuses when contacted.