

The REALTOR® Trademark and Logo in Member Marketing

As part of the charter issued to Boise Regional REALTORS® (“BRR”) by the National Association of REALTORS® (“NAR”), BRR is required to enforce NAR’s trademark rules surrounding the use of the term “REALTOR®” (a registered trademark owned by NAR) by our members and within our jurisdiction.



Below is information about what’s allowed and what is not regarding the trademark rules. REALTOR® members of NAR may refer to themselves as a “REALTOR®” but only in connection with their full name or their brokerage, as follows, and not with team names, adjectives or descriptors:

Proper Usage

Jim Smith, REALTOR®
REALTOR® Jim Smith
Uptown Realty, Inc., REALTORS®
Smith, Ltd., REALTORS®
Sunshine Homes, REALTORS®
Johnson Realty, REALTORS®
Main Street Team with Johnson Realty,
REALTORS®
Jones, Inc., REALTORS®

Improper Usage

Jim the realtor
Realtor Jim Smith
Uptown REALTORS®, Inc.
Smith REALTORS®, Ltd.
Sunshine REALTORS Homes
Johnson Realty REALTORS®
Main Street Realtor Team
Jones, Inc., REALTORS®/Builders
Best Realtor in Town
Your Town Realtor

Agents who have incorrectly used “REALTOR®” in connection with a geography or other adjective, usually ask why the BRR and Idaho REALTORS® (IR) names are allowed. It’s due to an exception that NAR has for associations; however, that does not extend to members.

Often the misuse of the trademark is unintentional; nevertheless, it must be corrected in all instances, including but not limited to advertisements, websites/URLs, email addresses, social media profiles, business cards, signs, etc., as soon as possible – expenses we’d much rather see members avoid. This is why BRR shares this information with new members and sends an annual reminder to all members. We ask that you review it when considering changes to branding and before new materials are created.

More information about NAR’s trademark rules is available at nar.realtor/logos-and-trademark-rules, including the requirement to use the term in all caps and with the registered “R” symbol. Additional information about using it on social media is at nar.realtor/logos-and-trademark-rules/trademark-use-on-social-media, for instances where the registered “R” symbol is unavailable.

If you have any questions about this, please contact BRR’s Chief Executive Officer, Breanna Vanstrom, at breanna@boirealtors.com. You can also reach out to Breanna to request a review of your branding, marketing, communications, etc., to ensure the trademark is being used properly. If your marketing materials are currently misusing the trademark, we thank you in advance for getting them corrected as quickly as possible.

Thank you for your assistance in protecting the REALTOR® brand in our market.

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