

The REALTOR®

Trademark in
Member Marketing

Only those real estate licensees who are members of the National Association of REALTORS® (NAR) may refer to themselves as "REALTORS®." While members are not required to use the REALTOR® term in their marketing, they are encouraged to do so. As a federally registered trademark, it must be used in accordance with NAR's trademark rules, which Boise Regional REALTORS® (BRR) is required to enforce among its membership and within its jurisdiction.

GENERAL USAGE

REALTOR® members of NAR may refer to themselves as such in their marketing, in connection with their name or brokerage (but not team names, or with adjectives or other descriptors such as location) using all capital letters and the ® trademark symbol, as well as separating punctuation where noted.

A frequently asked question by agents who have incorrectly used "REALTOR®" in connection with a location or other adjective, is 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.

Proper Usage

Jim Smith, REALTOR®
REALTOR® Jim Smith
Uptown Realty, Inc., REALTORS®
Smith & Associates, REALTORS®
Sunshine Homes, REALTORS®
Johnson Realty, REALTORS®
AAA Team with Johnson Realty, REALTORS®

Improper Usage

Jim the realtor
Uptown REALTORS®, Inc.
Smith REALTORS®, Ltd.
Sunshine REALTORS Homes
Johnson Realty REALTORS®
AAA Realtor Team
Jones, Inc., REALTORS®/Builders

ONLINE MARKETING/SIGNAGE USAGE

NAR provides some flexibility to use adjectives or descriptors in connection with your name on email addresses, websites, social media handles, office names, and team names, signage, and all marketing content (including .realtor domains; visit get.realtor for details).

While you can use adjectives and locations as part of a username or email address, the descriptor may not modify the term REALTOR®. For example, if you wanted to include a city or state in your marketing, you could say "Idaho_Jane_REALTOR" as Idaho is describing Jane. However, "Idaho_REALTOR_Jane" would not be appropriate as Idaho is now describing REALTOR®.

Proper Usage

@realtorjimsmith
realtorjimsmith.com
jimsmith.realtor
jim@jimsmith.realtor
boisejimsmithrealtor.com
@townhomejimrealtor
townhomejim.realtor

Improper Usage

@jimtherealtor
jimtherealtor.com
@boiserealtorjimsmith
boiserealtorjimsmith.com
@uptownrealtors
uptownrealtors.com
@boisebestrealtor
@yourtownhomerealtor

You are required to use REALTOR® in all capital letters with the registration symbol and separating punctuation, such as a comma, whenever it is possible to do so. However, NAR is aware that social media handles, emails, domain names, and the like do not support this, which is why the examples above are acceptable.

MISUSE OF THE TRADEMARK

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 would 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.

LOCATING THE TRADEMARK SYMBOL ON YOUR DEVICES:



To get the Trademark ® symbol on your computer:

- PCs: Use Alt+0174
- Macs: Option+R
- Both: Type “(r)” -> Enter.



To get the Trademark ® symbol on your iPhone:

- Open your emoji keyboard
- Scroll to the right until you get to “symbols” and locate the ®.
- Once you use the symbol a few times, it will show up under your recently used emojis.



To get the Trademark ® symbol on your Android:

- Click the “?123” button, then press the “=\<” button to get to the second symbols page.
- Locate the ® symbol and click it to insert it into your text message.
- Touch the “ABC” button for your normal keyboard.

More information about NAR’s trademark rules, including those for using the REALTOR® “R” logo, is available at realtor.org/logos-and-trademark-rules, including the requirement to use the term in all caps and with the Trademark ® symbol.

For instances when Trademark symbols are not available (such as social media), visit: nar.realtor/logos-and-trademark-rules/trademark-use-on-social-media

If you have any questions about this, please contact BRR’s Communications and Engagement Specialist, Taylor Gray, at taylor@boirealtors.com. You can also reach out to us 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!

