

FACT SHEET

.REALTOR Launches For Member Boards and Brokerages on May 7, 2015 at 10:00 am CST



Beginning May 7, 2015 at 10:00 am CST, state and local Member Boards, as well as brokerage firms, can claim their .REALTOR domains. More than 95,000 .REALTOR domains have been claimed by members since October 2014. Now Member Boards and brokerage firms can claim their .REALTOR domains, which benefit the entire REALTOR® family. The more .REALTOR web addresses there are, the stronger the REALTOR® brand becomes.

Process of Claiming Domains Starting May 7

- State and local Member Boards and brokerage firms will be able to create an account at www.claim.REALTOR, choose their .REALTOR web address(es) and check out.
- All .REALTOR web addresses will be available on a first-come, first-served basis.
- For the full terms and conditions, please see the attached FAQs.

MEMBER BOARDS

- Member Boards can secure as many .REALTOR web addresses as they like. Using acronyms and the words "REALTOR" or "REALTORS" before the dot or their Member Board's full name is allowed. For the complete business rules, visit www.about.REALTOR/associations.
- Pricing is \$99 with multi-year, multi-domain discounts available.
- Due to NAR's exclusive relationship with Move, Inc. for the display of real property ads in the U.S., Member Boards may not display or link to real property ads from their .REALTOR domain.

BROKERAGE FIRMS

- Firms may use the .REALTOR domain name in connection with their firm name, but they may not use "REALTOR" before the dot or in connection with a team name.
- Firms must use the same business name under which they provide real estate services to consumers. The firm name must come directly before the dot in .REALTOR in accordance with REALTOR® trademark rules. Words and numerical characters can be added before the brokerage firm's name. For the complete business rules, visit www.about.realtor/brokers.
- The .REALTOR web address must be registered by the broker of record in NRDS.
- Pricing is \$79 with multi-year, multi-domain discounts available. Those who purchase within the first 60 days of launch will receive a 50% discount.

Priority Registration: MEMBER BOARDS ONLY

- Available to Member Boards that complete the Association .REALTOR Marketing Program by April 30.
- By completing this program, Member Boards will receive priority registration and a FREE .REALTOR web address for up to 5 years for promoting the .REALTOR domain to their members.
- To complete the program, submit the program form at www.about.REALTOR/associations and email examples of how you promoted it by April 30, 2015.
- Priority registration begins on May 6 at 10:00 am CST at www.claim.REALTOR. A special code will be provided via email 48 hours in advance of priority registration.

Background Information

- The Internet is being divided into industry-specific categories that will make it easier for consumers to navigate the online world and locate exactly what they need.
- In October 2014, NAR introduced the .REALTOR domain to its members to create an exclusive name space for REALTORS® online. To date, more than 95,000 .REALTOR domains have been claimed.
- NAR is one of the first organizations that was approved a top-level domain exclusively for its membership, demonstrating the organization's commitment to its members and showcasing the value of the REALTOR® brand.

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Brokerage Firms: Get Your .REALTOR Web Addresses on May 7

Starting May 7 at 10:00 am CST, brokerage firms can claim their .REALTOR web addresses. The Internet is being divided into industry-specific categories that will make it easier for consumers to navigate and locate what they need. So, when consumers see a web address that ends in .REALTOR, they'll instantly know that they've found a trustworthy source for real estate information online. The more .REALTOR web addresses there are, the stronger the REALTOR® brand becomes. Visit www.about.REALTOR for more information.

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