



## Phase II .REALTOR Top-Level Domain (TLD) Frequently Asked Questions (FAQs)

Phase II of the .REALTOR launch for the National Association of REALTORS® (NAR) and the Canadian Real Estate Association (CREA) will make it possible for REALTOR® Firms, state, provincial and local REALTOR® Member Boards to join our individual members in using .REALTOR web addresses for their organizations.

### **Brokerage Firm Domains**

#### **1. When and where will .REALTOR domains be available for firms?**

Starting **May 7, 2015 at 10 am CST**, on a first-come, first-serve basis, Firms and Member Boards will be able to claim their .REALTOR domains at [www.claim.REALTOR](http://www.claim.REALTOR).

#### **2. How much will the .REALTOR domains cost and how many can firms claim?**

Firm domains will start at \$79/year. Firms can claim as many as they like as long as the domains meet the business rules and are available.

#### **3. Are there any discounts available for firms?**

Multiple domain and multi-year purchases for up to 10 years will be offered at discounts up to 40%.

For 60 days after launch, an extra 50% discount on top of the current discounts, noted above, will be applied to firm domain purchases.

Bulk pricing for 10+ firm domains is available upon request to [nar@about.REALTOR](mailto:nar@about.REALTOR)

Please visit our pricing page for current details: [www.about.REALTOR/content/pricing](http://www.about.REALTOR/content/pricing)

#### **4. Who is eligible to claim firm .REALTOR web addresses?**

The active Office's Designated REALTOR® as listed in NRDS for NAR, NAF for CREA, may claim domains on behalf of their brokerage firm.

#### **5. What will I need to claim firm .REALTOR web addresses?**

You will need:

- ☐ Member ID of the Office Designated REALTOR®
- ☐ Office ID
- ☐ Credit card
- ☐ List of domain name ideas

NAR members can go to [www.realtor.org](http://www.realtor.org) to obtain their NRDS Member ID and Office ID.

#### **6. Do I use my existing REALTOR.org account to sign-in and register a domain? (NAR members only)**

No, your REALTOR.org username and password are not used for domain registration. All members will need to create a .REALTOR domain account to purchase and manage domains at [www.claim.REALTOR](http://www.claim.REALTOR).

Go to [www.realtor.org](http://www.realtor.org) to prepare obtain your NRDS Member ID and Office ID

## **7. What are business rules?**

Business rules are the guidelines and usage rules for the claiming and use of .REALTOR domains which includes the acceptable domain names that can be chosen and the usage of that domain.

## **8. What domain names can firms claim?**

Firms may claim .REALTOR domain names in connection with the firm name under which real estate services are provided to clients and consumers.

If you are a franchisee, we encourage you to make sure that any .REALTOR domains you claim are in compliance with your franchisor's branding rules.

Full list of business rules can be found at: [www.about.realtor/learn/guidelines-usage](http://www.about.realtor/learn/guidelines-usage)

## **9. How do I determine the name under which my firm provides real estate services to clients and consumers?**

"Firm name" means the local name by which a member's real estate business is distinguished from other firms by the Member Board, public, and state licensing authority. It is the name under which you provide real estate services to clients and consumers and should be the name reflected in your NRDS Office record.

## **10. Can I include additional words in my firm .REALTOR domain name?**

The firm name must come directly before the dot in .REALTOR (with the exception of numerical characters).

Yes, you MAY USE:

- Words or phrases before the firm name. For example, the firm Cloud Realty could claim: GoldCoastCloudRealty.REALTOR
- Numerical characters before or after your firm name
- Between 3-63 characters in length, numbers 0-9 and letters A-Z
- Hyphens are the only other character besides alphanumeric that will be accepted but a .REALTOR domain name cannot begin or end with a hyphen

## **11. What are the restrictions for firm .REALTOR domains?**

Yes, you MAY NOT USE:

- A .REALTOR domain name in conjunction with a team name
- "REALTOR" at the secondary level (before the dot).
- Spaces and underlines
- A geographic-only domain name (e.g., Chicago.REALTOR) will be reserved for future use to benefit the entire industry. One example of a future use is creating .REALTOR search engines, making it easy to locate REALTORS® and real estate services in a local area.
- If your firm is owned, controlled, or under common control of an entity whose primary business is the electronic display of real property ads, then you may not use a domain name that is substantially similar to the name of the parent or affiliate's real property ad business.

## **12. What are examples of acceptable and unacceptable firm .REALTOR domain names?**

The following are examples of acceptable .REALTOR domains for Cloud Realty:

CloudRealty.REALTOR  
98CloudRealty.REALTOR  
CloudRealty98.REALTOR  
GoldCoastCloudRealty.REALTOR  
MontanaCloudRealty.REALTOR  
NYCloudRealty.REALTOR

The following are examples of unacceptable .REALTOR domains for Cloud Realty:

Cloud98Realty.REALTOR  
CloudRealtyREALTOR.REALTOR  
1Cloud.REALTOR  
TeamBrady.REALTOR

## **Member Boards Domains**

### **1. When and where will .REALTOR domains be available for Member Boards?**

Starting **May 7, 2015 at 10 am CST**, Member Boards and firms will be able to claim their .REALTOR domains on a first-come, first-serve basis at [www.claim.REALTOR](http://www.claim.REALTOR).

Priority registration on a first-come, first-serve basis will open on **May 6, 2015 at 10am CST** and will ONLY be available to those Member Boards who have completed the Association .REALTOR Marketing Program by April 30<sup>th</sup>, 2015 . A special code will be provided via e-mail 48 hours in advance of priority registration to qualifying Member Boards. The special code will be sent via e-mail to the AE for the Member Board and the staff member who submitted the completion form.

More information about the Association .REALTOR Marketing Program can be found at: [www.about.REALTOR/associations](http://www.about.REALTOR/associations)

### **2. How much will the .REALTOR domains cost and how many can Member Boards claim?**

Member Board domains will start at \$99/year. Member Boards can claim as many domains as they like as long as the domains meet the business rules and are available.

### **3. Are there any discounts available for Member Boards?**

Multiple domain and multi-year purchases for up to 10 years may be offered at discounts up to 40%. Please visit our pricing page for current details: [www.about.REALTOR/content/pricing](http://www.about.REALTOR/content/pricing)

Member Boards can obtain one .REALTOR domain FREE for up to 5 years along with priority registration by completing the Association .REALTOR Marketing Program. To complete the program, fill out the activity form and submit examples no later than April 30, 2015. A special code will be provided 48 hours in advance of priority registration.

More information about the Association .REALTOR Marketing Program can be found at: [www.about.REALTOR/associations](http://www.about.REALTOR/associations).

#### **4. Who is eligible to claim Member Board .REALTOR web addresses?**

State, provincial and local REALTOR® Member Boards may claim .REALTOR domains. The Executive Officer as listed in NRDS for NAR, NAF for CREA, may claim the domains on behalf of the Member Board.

#### **5. What will I need to claim my Member Board .REALTOR web addresses?**

You will need:

- ☐ Member ID of the Association Executive
- ☐ Association ID
- ☐ Credit card
- ☐ List of domain name ideas

NAR members can go to [www.realtor.org](http://www.realtor.org) to obtain your NRDS Member ID and Association ID.

#### **6. Do I use my existing REALTOR.org account to sign-in and register a domain? (NAR members only)**

No, your REALTOR.org username and password are not used for domain registration. All members will need to create a .REALTOR domain account to purchase and manage domains at [www.claim.REALTOR](http://www.claim.REALTOR).

Go to [www.realtor.org](http://www.realtor.org) to prepare obtain your NRDS Member ID and Association ID

#### **7. What are business rules?**

Business rules are the guidelines and usage rules for the claiming and use of .REALTOR domains which includes the acceptable and unacceptable domain names that can be chosen and the usage of that domain.

#### **8. What domains names can Member Boards claim?**

Boards/Associations may claim .REALTOR domain names in connection with their association name:

- As the Member Board name appears in their membership record
- Abbreviations of the Member Board name
- Acronym of the Member Board name
- Can include "REALTOR" at the secondary level (before the dot).
- Use of "BOR," "AOR," "REB," "Board of REALTORS," "Association of REALTORS," and "Real Estate Board", and their French equivalents as determined by CREA, are for exclusive use by this class
- Between 3-63 characters in length, numbers 0-9 and letters A-Z
- Numerical characters before or after your Member Board name
- Hyphens are the only other character besides alphanumeric that will be accepted but a .REALTOR domain name cannot begin or end with a hyphen

Full list of business rules can be found at: [www.about.realtor/learn/guidelines-usage](http://www.about.realtor/learn/guidelines-usage)

## 9. What are the restrictions to the Member Boards .REALTOR domains?

Yes, there are restrictions on available .REALTOR domains for Member Boards. You MAY NOT USE:

- Geographic-only domain names (e.g., Chicago.REALTOR) will be reserved for future use to benefit the entire industry. One example of a future use is creating .REALTOR search engines, making it easy to locate local REALTORS® and real estate services.
- Due to NAR's exclusive relationship with Move, Inc. for the display of real property ads in the United States, Member Boards may not display or link to real property ads from their .REALTOR domain.
- Spaces and underlines are not permitted
- Domain names that are confusing or misleading as to your Member Board's jurisdiction.

## 10. What are examples of acceptable and unacceptable Member Board domain names?

The following are examples of **acceptable** .REALTOR domains for New York State Association REALTORS®:

NewYorkStateAssociationofREALTORS.REALTOR  
NYSAR.REALTOR  
NewYorkStateAR.REALTOR  
NewYorkStateAOR.REALTOR

The following is an example of an **unacceptable** .REALTOR domain for The Black Hills Association of REALTORS®:

NewYork.REALTOR

## For additional support or questions, contact:

### NAR Membership (NRDS) id or Acceptable Names and Domain Usage

National Association of REALTORS® (NAR)  
Hours: 8 a.m. - 6 p.m. CST, Monday through Friday  
Phone: 800-874-6500  
E-mail: [Infocentral@realtors.org](mailto:Infocentral@realtors.org)

### CREA Membership, REALTOR Link® NAF id and account login

The Canadian Real Estate Association (CREA)  
Hours: 8 a.m. - 8 p.m. ET, Monday through Friday  
Phone: 888-237-7945  
E-mail: [support@crea.ca](mailto:support@crea.ca)

### Administration of your domain(s), setup and account information:

Real Estate Domains (RED)  
Hours: 9 a.m. - 5 p.m. ET, Monday through Friday  
Phone: 866-361-3029  
E-mail: [support@claim.REALTOR](mailto:support@claim.REALTOR)

Please note, our organizations will have extended hours for launch.