

Improper Use of the “REALTOR®” Trademark

The NAR has begun citing members for using the term “REALTOR®” to indicate a person’s occupation rather than their membership in the Association. If your marketing is similar to these examples, use “Real Estate Agent” instead of “REALTOR®” or you will also receive a notice from NAR. The REALTOR® marks serve the special function of identifying members of the National Association and should never be used interchangeably with terms such as: real estate agent; broker; salesperson. While HRRRA encourages members to proudly display the REALTOR® logo on their marketing and branding pieces, members should make themselves knowledgeable on issues of proper use. For more information go to: <http://www.realtor.org/realtororg.NSF/pages/LogosGraphicStandards?OpenDocument>

The examples below serve to illustrate the rules and requirements discussed in the guide at the above link, and to emphasize correct use of the MARKS by reference to some common, but incorrect, usages.

Never

· hyphenate, reconstruct, expand, combine, abbreviate or divide the MARKS:

- REAL-I-TOR
- REALTORrific
- Blue Ribbon Chain, R-E-A-L-T-O-R-S
- Rltr.
- REALTOR - Assistant

Never

· use the MARKS or parts of them to create or construct more complex designs or new terms:

- BOB’s REAL-TORent OF HOMES
- REALTER
- REALRITE
- REALFER

Never

· use descriptive words or phrases to modify the MARKS. This is explicitly prohibited by Article V, Section 7 of the Bylaws of the National Association. Adjectives may suggest an improper vocational meaning and also tend to distort the consistent understanding and image of these terms, thereby undermining their identifying function:

- Main Street’s most qualified REALTOR®
- Consult a professional REALTOR®
- Doe County’s leading REALTOR®
- The concerned REALTOR®
- Number one REALTOR-ASSOCIATE®
- Your local REALTOR®
- Your international REALTOR®
- Commercial REALTORS®

Never

· use the MARKS to differentiate among Members or in a manner which creates or permits the impression that a firm is an association or subpart of the local Board of REALTORS®, or in a way which suggests that all REALTORS® in a geographic area are part of a single firm:

- The REALTOR® with integrity
- NEW YORK, REALTORS® (as a firm name)
- Suburban, REALTORS® (as a firm name)
- Independent REALTOR®

Never

· use the term REALTOR® or REALTORS® in lieu of the phrase “real estate broker,” “real estate agent,” “real estate salesperson” or in groups or classes of words which describe vocations or professions:

- Local lawyers, REALTORS®, insurance agents and bankers attended the meeting.
- Builders-REALTORS®-Insurers

Never

· use REALTOR® as part of a firm name or without using punctuation to separate the individual or firm’s name from the terms even when the terms appear on a separate line:

- Blackacre REALTORS®, Inc.
- John Jones REALTOR®
- Sally Brown and Company REALTORS®
- Green, Inc. REALTORS®

Never

· use the MARKS without at least initial capitals, even if using the registration symbol:

- realtor®
- realtor-associate®

Never

· use an initial capital and lower case letters for the MARKS and omit the federal registration symbol “®” (except for news articles and features - see “In News Releases”):

- Realtor
- Realtor-Associate

Never

· use the MARKS in reference to non-members:

- non-REALTOR®
- non-REALTORS®

¹ An exception to this rule applies to regular “Yellow Pages” listings. Yellow Pages publishers generally will not use punctuation between a firm name and the term REALTOR®, nor will they use full capitals and the registration symbol “®” in regular listings. Members must nevertheless follow the requirements concerning punctuation, capitalization, and use of the registration symbol “®” when placing display ads in the Yellow Pages directories.