

TRADEMARK RESOURCE: SPEAKERS



The REALTOR®, REALTORS®, REALTOR ASSOCIATE®, and REALTOR® Logo trademarks ("REALTOR® Marks") are a valuable member benefit and association asset. Proper use of the REALTOR® Marks is crucial to protecting NAR's rights.

REALTOR® ONLY MEANS MEMBER OF THE NATIONAL ASSOCIATION OF REALTORS®

ALWAYS:

- Format the REALTOR® Marks in all uppercase letters with the trademark registration symbol: REALTOR®.
- When using the REALTOR® Marks, include a direct reference to association membership, such as NAR's or other association's name, a general reference to an "association", the Code of Ethics, a major membership activity, such as committee participation, or "agent and a REALTOR®", or "agent who is a REALTOR®" language.
- Use "member" if the sentence does not include a direct reference to association membership.

EXAMPLES OF PROPER MARKS USE:

- "Sarah is a REALTOR® who volunteers with the National Association of REALTORS®."
- "REALTORS® enjoy participating in their local association's events."
- "As a REALTOR®, Sarah abides by a Code of Ethics."
- "REALTORS® participate in committees at the local, state, and national level."
- "Sarah is a real estate agent and a REALTOR®."

NEVER:

- Use the REALTOR® Marks as a job title. Instead, use the appropriate job title, such as "real estate professional", "real estate agent", or "real estate broker".
- Use descriptive words with the REALTOR® Marks (such as "professional", "commercial", "residential", or geographic names).

EXAMPLES OF IMPROPER MARKS USE:

- "Sarah is a **REALTOR®**."
- "Work with a **REALTOR®** to find your dream home."
- "A **REALTOR®** will help you during your closing."
- "A **REALTOR®** is your trusted advisor."



RULES FOR NAR SPEAKERS:

- As a participant in an NAR event, your use of the REALTOR® Marks *must* comply with NAR's trademark rules.
- NAR will consider misuse of the REALTOR® Marks a breach of your contract, which may also result in NAR having to edit or halt distribution of your content and end the possibility of future speaking opportunities at NAR events.

ADDITIONAL RESOURCES

nar.realtor/membership-marks-manual

CONTACT NAR LEGAL IF YOU HAVE ANY QUESTIONS OR CONCERNS:

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REALTORS® are members of the National Association of REALTORS®.