

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:

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®
Jones, Inc., 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
Boise’s Best Realtor

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

INTERNET AND SOCIAL MEDIA USAGE

NAR provides some flexibility to use adjectives or descriptors in connection **with your name** on social media and with websites and email addresses (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
realtorjimsmith@email.com

@jimsmithrealtor
jimsmithrealtor.com
jimsmithrealtor@email.com
jimsmith.realtor
jim@jimsmith.realtor

Improper Usage

@jimtherealtor
jimtherealtor.com
jimtherealtor@email.com

@uptownrealtors
uptownrealtors.com
uptownrealtors@email.com

@aaarealtorteam

@boisejimsmithrealtor
boisejimsmithrealtor.com
Realtorjimminboise@email.com
boisejimsmith.realtor
jim@boisejimsmith.realtor

@boiserealtorjimsmith
boiserealtorjimsmith.com
boiserealtorjimsmith@email.com
Jimboise.realtor

@townhomejimrealtor
townhomejim.realtor
jim@townhomejim.realtor

@boisebestrealtor

@yourtownhomerealtor
yourtownhomerealtor.com
jim@yourtownhomerealtor.com

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, use Alt+0174 on PCs, Option+R on Macs, or type “(r)” and hit *Enter*.

To get the trademark ® symbol on iPhones, click the smiley face to open your emoji keyboard, scroll to the right until you get to “symbols” and locate the ®. Once you use it a few times, it will show up under your recently used emojis.

To get the trademark ® symbol on Androids, 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 to return to 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](https://www.realtor.org/logos-and-trademark-rules), including the requirement to use the term in all caps and with the trademark ® symbol. Additional information about using it on social media is at [nar.realtor/logos-and-trademark-rules/trademark-use-on-social-media](https://www.nar.realtor/logos-and-trademark-rules/trademark-use-on-social-media), for instances where the trademark ® symbol is not available.



If you have any questions about this, please contact BRR’s Communications Manager, Annie Exline, at annie@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.

And 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!