

MEMBERSHIP MARKS



Proper use of the REALTOR® Marks. A helpful guide for Affiliates.


It's a trademark.


The term REALTOR® is not only a trademark owned by the National Association of REALTORS® (NAR) and protected by federal law, it's a valuable membership benefit that distinguishes members from other real estate licensees.


Can I use it in advertising?


Non-members **may not use** the REALTOR® marks. A non-member is anyone who is not a REALTOR®.

Non-members are never allowed to use the REALTOR® trademarks in reference to or in connection with their businesses or themselves.

 ABC Company offers a REALTOR® Incentive Program.

 ABC Company offers a Broker Incentive Program.

 ABC Company works with realtors and their clients to find the best rates.

 ABC Company works with agents and their clients to find the best rates.

When can I use it?

Certain nominal uses of the marks are permissible. For example, newspapers, magazines, or radio or television programs may use the marks to accurately identify an individual as a member of NAR or in reference to a Member Board.

An Affiliate can use it to identify their own Affiliate membership with our organization. For example, "ABC Company is an Affiliate with the Vail Board of REALTORS®" Or "ABC Company is an Affiliate with the Vail Board of Realtors.®" It is never 'realtor.'

Questions on use?

Please contact the Vail Board of REALTORS®, or any association where you are an Affiliate. We are glad to clarify any use of the REALTOR® marks!