**.REALTOR Top Level Domain - FACT SHEET**

We are pleased to announce the launch of our awareness campaign for the *NEW* **.REALTOR** top level domain at the 2013 REALTORS® Conference & Expo in San Francisco. The campaign will bring awareness to the .REALTOR domain, showcase its benefits to members and encourage them to sign-up now to receive advance notification to claim their domain as soon as it becomes available.

**What do you need to know about .REALTOR?**

* In 2011, NAR applied with ICANN to operate a new branded .REALTOR top level domain (TLD). Soon hundreds of new domains will be available on the Internet, but only .REALTOR means the trusted source in real estate.
* The goal of .REALTOR is to create a name space where home buyers, sellers and investors can go to find the most credible, trusted real estate information, resources and professional services on-line -- and ensure they are working with a REALTOR®.
* Only members of the National Association of REALTORS® and the Canadian Real Estate Association can call themselves REALTORS®, and only REALTORS® will be allowed to use the .REALTOR domain in connection with their name.
* Domains will also be made available to state and local REALTOR® associations; association multiple listing services; affiliated institutes, societies and councils; and other NAR-approved licensees.
* NAR will provide the first 500,000 members who register with a FREE one-year license for a .REALTOR domain.

**What’s happening at the 2013 Conference?**

* **Priority Registration:** Members visiting NAR Booth 5644 can sign-up to receive advance email notification for priority registration of .REALTOR domains one day prior to general release. Members not attending the conference can also sign-up at [*www.SignUpForDotREALTOR.com*](http://www.SignUpForDotREALTOR.com) before December 31, 2013.
* Representatives will be available in NAR Booth 5644 to answer questions and help members learn more about securing a .REALTOR domain, its benefits and how to use it.
* .REALTOR domain will be featured during NAR 360o *(Member & Director Forum)* on Thursday, November 7th, 4:00p.m.
* **Education Session:** *Building Your Real Estate Business Using the New TLDs* on Friday, November 8th from

1:00 – 2:00p.m., Moscone Center Room 132.

* .REALTOR domain is the exclusive sponsor of NAR-tv and Conference Live for 2013.
* The .REALTOR domain will co-sponsor comedic magicians Penn & Teller in the NAR Booth on Saturday, November 9th from 12:30-3:30p.m, and the REALTORS® Celebrity Concert starring Foreigner on Sunday. November 10th.

**How will .REALTOR be marketed?**

* Large banners, window clings, standing sign boards, flyers and sponsorships will be used at 2013 REALTORS® Conference & Expo in San Francisco.
* .REALTOR video and information on REALTOR.org and included in NAR-tv programming.
* Print ads in November/December issue of REALTOR® Magazine and REALTOR® AE Magazine.
* Promotional materials for Associations through the share and promote page on REALTOR.org.

**Program Timeline**

* First announced at REALTORS® Conference & Expo in November 2012.
* Awareness campaign to launch at 2013 REALTORS® Conference & Expo in San Francisco.
* ICANN approval expected in 2014.
* Full marketing launch to begin early 2014 with eventual consumer campaign as well.
* **For More Info and the Latest Updates:** including Talking Points, FAQ, and an informative video,

regularly visit ***www.REALTOR.org/Domain.***

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