

Usage Terms

Thanks for your interest in the National Association of REALTORS® (“NAR”) Consumer Advertising Campaign (“CAC”)! NAR wants to ensure members may leverage the CAC in their own advertising as well. These Usage Terms govern your use of the CAC materials (“Campaign Materials”) available through www.nar.realtor. By accessing and downloading the Campaign Materials, you agree to comply with these Usage Terms.

The Campaign Materials are only accessible by REALTOR® associations (“Associations”) and NAR members (“Members”). Only Associations and Members may use the Campaign Materials. Non-members are expressly prohibited from using the Campaign Materials. Associations and Members are expressly prohibited from accessing the Campaign Materials on behalf of a non-member and providing Campaign Materials to any non-member for their use.

NAR does not guarantee or warrant that the Campaign Materials comply with any State’s or other jurisdiction’s laws and regulations, including, without limitation, advertising or real estate laws and regulations. Associations and Members are solely responsible for ensuring that their use of the Campaign Materials, including customized Campaign Materials, is proper under their State’s or territory’s laws and regulations.

Different types of Campaign Materials are available for download through www.nar.realtor, including printed, digital, and social media images; however, radio content and videos are linkable. Some Campaign Materials may not be customized or modified and must be used as-is. Some Campaign Materials are print-ready PDFs and may be customized. Use of special software, such as Photoshop may be required. For example, Associations and Members may customize the printed Campaign Materials by inserting their name, contact information, and a company logo, only in the designated area on the material. The customizable CAC Materials may only be customized as provided through www.nar.realtor. Associations and Members may not customize or otherwise modify the Campaign Materials in any other manner. Further information is outlined in the downloadable Campaign Style Guide, which also contains usage rules, the campaign approach, colors, font, etc. **By using the Campaign Materials, you fully and forever discharge and release NAR from any claim for damages of any kind arising out of your use of the Campaign Materials.**

You represent and warrant to NAR that you have the legal rights to use any name, contact information, trademark, logo and design that you use to customize the Campaign Materials. **You agree to indemnify NAR in the event your use of your customized Campaign Materials violates any third-party right, including without limitation, any intellectual property right, due to your customization of the Campaign Materials.**

NAR reserves the right to cease providing the Campaign Materials at any time in its sole discretion.

Associations and Members may only use the THAT'S WHO WE R design that is provided by NAR for download in connection with their real estate business. Associations and Members agree to comply with any request by NAR to cease using or otherwise modify any use of the THAT'S WHO WE R design for any reason in NAR's sole discretion. Associations and Members may not create their own design using THAT'S WHO WE R.

Associations' and Members' use of the Campaign Materials is also subject to the Terms of Use available on www.nar.realtor, available here: <https://www.nar.realtor/terms-of-use>.

By accessing and using www.nar.realtor and the Campaign Materials, all individuals, whether on their own behalf or on behalf of a company or Association, acknowledge and represent that they are over the age of 18, that they have read this entire document, that they understand its terms and provisions, and that they agree to it knowingly and voluntarily on behalf of themselves or any company or Association they represent.

NAR reserves the right to modify these Usage Terms for any reason within its sole discretion.

Please contact NAR's Karen Bebart with any questions on the Consumer Advertising Campaign and/or the Campaign Materials at kbebart@realtors.org.