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.

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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.

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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.

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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.