

.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 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 360° (*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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