

FACT SHEET

.REALTOR Launches Oct. 23, 2014



The NATIONAL ASSOCIATION OF REALTORS® (NAR) is pleased to announce that on Oct. 23, 2014, NAR members can claim their .REALTOR domain. With .REALTOR, members can instantly communicate to consumers their status as a REALTOR® in their website address, strengthen their connection to the REALTOR® brand, and identify themselves as a trusted source for real estate information. NAR will provide a FREE .REALTOR domain for one year to the first 500,000 members who register.

Process of Claiming a Domain Starting on Oct. 23, 2014

- Beginning October 23, members will be able to create an account at www.claim.REALTOR, choose their .REALTOR domain name(s) and check out.
- .REALTOR domains will NOT be available through existing domain registration websites. They will only be available at www.claim.REALTOR.
- All domain names will be available on a first-come, first-served basis.
- Only members will be allowed to use the .REALTOR domain in connection with their name.
- There are specific naming guidelines for .REALTOR, which are outlined at www.about.REALTOR

Pricing

- The first 500,000 members who register will receive a FREE .REALTOR domain for one year.
- After the first free domain, pricing for additional domains will start at \$39.95. Discounts for multiple domains and multiple year purchases will be available. For more information on pricing visit, www.about.REALTOR
- All .REALTOR domain purchases include a FREE profile website from realtor.com® that allows members to integrate content from their social networks, include all of their listings, and feature client recommendations—in one convenient location.

Priority Registration List

- Some NAR and the Canadian Real Estate Association (CREA) members signed up on the priority registration list between Q4 2013 and Q1 2014.
- These members will have 72 hours in advance of the October 23 launch date to claim their .REALTOR domain.
- Priority registration was only available to members, not offices/firms, boards/associations and MLSs.

General Release

- On Oct. 23, domain registration will be open to all NAR and CREA members to claim their .REALTOR domain.

Background Information

- The .REALTOR domain creates a name space for REALTORS® online, instantly identifying them as a credible source of real estate information who follows a strict Code of Ethics.
- NAR is one of the first Associations that was approved a top level domain exclusively for its membership, demonstrating the organization's commitment to its members and showcasing the value of the REALTOR® brand.
- In future phases, domains will also be made available to state and local REALTOR® Associations and REALTOR® owned and operated MLSs; Association multiple listing services; affiliated institutes, societies and councils; and other NAR-approved licensees.
- .REALTOR is available only to REALTORS®. The first 500,000 NAR and 10,000 CREA members to register a .REALTOR domain consisting of their name will receive one FREE domain, one per member.

Approved Copy for General Usage

Claim Your .REALTOR domain on October 23, 2014

Are you ready? On Oct. 23, 2014, NAR members can claim their .REALTOR domain. Members can instantly communicate to consumers their status as a REALTOR® in their website address, strengthening their connection to the REALTOR® brand, and identifying themselves as a trusted source for real estate information. NAR will provide the first 500,000 members who register with a FREE .REALTOR domain for one year. After the first free domain, pricing for additional domains will start at \$39.95, with multiple domains and multiple year discounts available. Domain names will be available on a first-come, first-served basis, so mark your calendars to visit www.claim.REALTOR on Oct. 23 to claim your .REALTOR domain.

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