



It stands for REALTOR®, while standing up for home ownership.

Your REALTOR® pin is a symbol that is recognized for professionalism, expertise and ethical business practices. It also represents you, the association, and how dedicated we are to protecting home ownership and the rights of home owners.

NAR national advertising efforts are now focused on home ownership advocacy issues. Wear your REALTOR® pin proudly and let consumers know that you are more than qualified to help them with their real estate needs and that you are the ultimate home ownership advocate.



Official sponsor
of the word "home."™