

We understand that there's a lot of buzz and excitement building about new domain names in the real estate industry, especially the launch of the new .REALTOR top level domain. In all the excitement, misinformation and confusion can abound. Don't be confused! Here's what you need to know about the new .REALTOR domain.

There is Only One .REALTOR Domain: The Trusted Source in Real Estate

In 2011, NAR applied with the Internet Corporation for Assigned Names and Numbers (ICANN) to operate a NEW branded .REALTOR top level domain (TLD). The Internet is undergoing an evolution, soon hundreds of new TLD's will be available some of which may be related to real estate, but there is only one .REALTOR TLD, and it's operated by NAR.

The goal of the .REALTOR domain 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®. No other top level domain can make this claim.

.REALTOR is a Member Benefit

Only members of the National Association of REALTORS® (NAR) and the Canadian Real Estate Association (CREA) can call themselves REALTORS®, and only REALTORS® will be allowed to use the .REALTOR domain in connection with their names and businesses. Domains will also be available to state and local REALTOR® associations; association owned and operated multiple listing services; affiliated institutes, societies and councils; and other NAR-approved partners.

Act Now! Priority Registration Available – First Year is FREE

The .REALTOR domain is anticipated to launch in 2014. NAR will provide the first 500,000 members who register with a FREE one-year license for one .REALTOR domain.

To ensure members have enough time to register for priority notification, the deadline has been **extended until January 31, 2014**. Sign-Up to receive advance email notification for priority registration of your .REALTOR domain(s) **one day before the general release of the .REALTOR domain**, at: www.SignUpForDotREALTOR.com.

Submit your Name and Email Address to be added to the priority list. When you do so, you will receive an auto-reply email acknowledgment from: [info@signupfordotrealtor.com]. As long as you

receive this email** you're all set to receive additional details on the final registration process when they become available.

Don't Believe Everything You Hear

You may have heard about a company promoting use of the top-level "country code" domain .RE as a place to distinguish real-estate professionals. Be aware that neither this company, nor the .RE top-level domain, is affiliated in any way with NAR.

In addition, domain sellers such as GoDaddy are beginning to promote pre-registration of domains for a list of all the top level domains which may be coming soon, including .REALTOR. **None of these domain sellers have a relationship with NAR for the sale of .REALTOR domains.**

NAR members should not pre-register or pay money to an outside company for a .REALTOR top level domain. Only NAR will oversee registrations for .REALTOR when it is approved by ICANN and only NAR members are eligible for a .REALTOR domain. Membership will be verified via the NRDS system at the time of registration.

Remember, NAR will provide members a free .REALTOR domain that is associated with their names for one year on a first-come, first-serve basis.

Learn More

For More Info and the Latest Updates, including Talking Points, FAQ, and an informative video, visit www.REALTOR.org/Domain

Thanks, and we look forward to seeing *your name* in the new .REALTOR domain!

The .REALTOR Team

* To be eligible to participate and receive advance notification you must sign-up before January 31, 2014.

* This opportunity is exclusively for domains that include the names of REALTORS®. Information on registrations for offices and others will be provided at a later date.