

.REALTOR Top-Level Domain (TLD)

Frequently Asked Questions

Registration

Q: What will I need to claim my .REALTOR domains?

A: You will need:

- credit card
- NRDS ID for NAR & IRMs, NAF ID for CREA
- list of domain name ideas

Q: Why do I need a credit card to claim my .REALTOR domains?

A: A credit card is needed for all accounts to ensure that your .REALTOR domains will auto-renew and not be lost should a member forget to renew. Members will have the ability to turn-off auto-renewal for every .REALTOR domain after account creation. Pre-paid credit cards may also be accepted and used as an alternative to a personal credit card.

Account

Q: Do I use my existing REALTOR.org account to sign-in and register a domain?

A: No. Your REALTOR.org user name and password are not used for domain registration. All NAR members will need to create a .REALTOR domain account to purchase and manage domains. The user name you select must be an email address, and you will create and confirm a password.

Q: I'm trying to set up a .REALTOR account. What email address should I use?

A: You may use any valid email address. We recommend using the email address you want your .REALTOR domain receipt and updates to be sent.

Q: What is my username and password?

A: The first time you claimed a .REALTOR domain, you set up an account with an email address as your username and a password. This is not necessarily the same username and password as your REALTOR.org or realtor.com account. If you forgot your password, click "Forgot password?"

Q: I am receiving an error message stating "invalid email or password" and cannot access my .REALTOR domain account.

A: (1) If you have never set-up an account, click "[Sign up](#)" and follow the instructions for creating a .REALTOR domain name account.

(2) If you forgot your password, click "[Forgot password?](#)"

(3) If you are locked out of your account, contact RED Support via our [support page](#) or at 866-361-3029 and provide your name and NRDS ID. If a typo was made when creating the account name, RED can update/reset the email address, which is also your username for the account.

Payment

Q: How do I get a copy of the receipt for my domain registration purchase?

A: A confirmation email will be sent to your email address on record when you claimed your .REALTOR domain(s). A copy of your receipt(s) can be found in your account at www.claim.REALTOR. Click "Login" in the upper-right corner. Once logged in, click "Manage Domains", and then click on the relevant domain name. You will then be on a page titled "Domain Details". Click "View receipt."

Q: How do charges for .REALTOR domain(s) appear on credit card statements?

A: Charges appear as "REALTOR Association/MLS".

Q: I didn't register all my domains at the same time. Can I still get the discount?

A: The multi-year and multi-domain discounts only apply to domains purchased in the same transaction. It does not take into account domains purchased in previous transactions.

Claiming Domain Names

Q: A domain I would like to claim is available and I believe I meet the rules for claiming that domain name, but the site will not let me claim it.

A: You may request manual review of the desired .REALTOR domain by clicking "Contact Support" at www.claim.REALTOR (located at the bottom of the screen) and complete the "Contact Support" web form. Select "Help registering a domain". A request for manual review may take some time to process and does not guarantee approval of your desired domain name.

Q: My name is not recognized or needs to be updated. What can I do?

A: To make an update to your name, contact your local board. If you created your account at www.claim.REALTOR prior to changing your name, once the local board makes an update, contact RED support at 866-361-3029.

For other inquiries, you may request manual review of a desired domain name by clicking "Contact Support" at www.claim.REALTOR (located at the bottom of the screen) and completing the "Contact Support" web form. Select "Help registering a domain". A request for manual review may take some time to process and does not guarantee approval of your desired domain name.

Q: My first or last name is not accepted when I try to claim a .REALTOR domain that contains it.

A: Consider registering domains using the part of your name that does not result in a challenge; or request manual review of your desired domain name by clicking "Contact Support" at www.claim.REALTOR (located at the bottom of the screen) and selecting "Help registering a domain". A request for manual review may take some time to process and does not guarantee approval of your desired domain name.

Q: A word or phrase I am trying to incorporate in my desired .REALTOR domain name was rejected.

A: Request manual review of the desired domain name by clicking "Contact Support" at www.claim.REALTOR (located at the bottom of the screen) and then selecting "Help registering a domain". A request for manual review is not processed immediately and does not guarantee approval of your desired domain.

Q: My first or last name includes more than one word, what options are there?

A: The registration system requires use of your first name (can be a common variation of first name), and/or your complete last name directly before .REALTOR. It does not permit use of only part of the first or last name as it appears in NRDS.

If you have a domain name you cannot currently claim and believe you should be able to, you can submit a request for the desired domain name by clicking "Contact Support" at www.claim.REALTOR at the bottom of the screen and then select "Help registering a domain". A request for manual review may take some time to process and does not guarantee approval of your desired domain.

Q: Can domain names be claimed using only a middle name?

A: No. A member's first name (can be a common variation of first name) and/or complete last name must immediately precede .REALTOR.

Q: www.claim.realtor does not recognize a desired nickname or variation of first name

A: Over 1.1million nickname variations are permitted by the registration site.

Nonetheless, if you received an error message, you may request manual review of a desired domain name by clicking "Contact Support" at www.claim.REALTOR (located at the bottom of the screen) and then selecting "Help registering a domain". A request for manual review may take some time to process and do not guarantee approval of your desired domain name.

Domain Management/Set Up:

Q: How do I update my email address?

A: Existing account holders: Your email address can be updated once an account is created by clicking "[Login](#)" in the upper-right corner of the page at www.claim.REALTOR and using your old email address to login. Once logged in, click "Account". Make your changes and click "Save" at the bottom of the page.

If you have not created an account before, in order to claim a .REALTOR domain, you must create an account first by selecting "[Sign up](#)".

Q: What is the renewal date for .REALTOR domain?

A: Domains are claimed for one or more years, and renew on the anniversary date of their registration after expiration of the claimed period.

To find your renewal date, "Login" to your account and then go to "Manage Domains." Your renewal date will appear in the "Expiration | Renewal" column in the row of the relevant domain name.

Q: How/where do I point or redirect my domain(s)?

A: Login at www.claim.REALTOR, then click "Manage Domains" and select the .REALTOR domain name you are trying to update. Step-by-step directions can be found here: www.about.realtor/leverage/integrate-into-your-marketing#Option3

Q: What is the difference between redirecting a domain and setting-up the Domain Name Server (DNS server)?

A: Redirecting a domain points traffic from a new domain to an existing domain, permitting continued use of the old domain to access a website. Visitors to your site will see the new URL change in the URL bar to the URL that it is directed to.

Setting up the DNS server makes the .REALTOR domain resolve to a hosted set of webpages as the default domain for that website. This is a technical setting which requires a set of DNS server info. Visitors to your site will not see the URL change. It will remain your new URL.

Q: How do I transfer my domain to the vendor who is hosting my website?

A: Control of .REALTOR domains may not be transferred to anyone. Instead, the vendor must provide the Domain Name Server (DNS server) to be entered into the data fields of the member's .REALTOR domain account. [Directions can be found here.](#)

Q: Need additional assistance for questions in this section?

A: Contact information for Real Estate Domains (RED), can be found on “[Contact Support](#)” link located on the bottom of the screen at www.claim.REALTOR. For further assistance or any questions, contact Real Estate Domains at: 1-866-361-3029 or email support@claim.REALTOR.

Realtor.com profile website

Q: What will my **.REALTOR FREE** profile website look like?

A: An optional FREE website will be available for U.S. members. **Realtor.com®** and **Move** support the **.REALTOR** effort for our industry and have developed a FREE optional profile website that will include a member’s listings, social media integration and other exciting features. An example can be found [here](#).

Q: How do I update the information appearing on my realtor.com profile website?

A: Members have the option to turn on/off various features of the realtor.com profile website as well as update their information through a Profile Manager at www.realtor.com/profile. Questions, visit www.realtor.com/profile-support, or contact realtor.com profile support at 1-866-641-6658, realtorprofile@realtor.com.

Q: I understand there is a Profile Manager to submit updates to my realtor.com profile website. How do I access it, and will submitted changes also update the profile that appears in the realtor.com Find a REALTOR directory?

A: Yes. When the profile website option is selected, members receive an email which includes a T&C to be accepted and a username and password for accessing their Profile Manager. Questions, visit www.realtor.com/profile-support, or contact realtor.com profile support at 1-866-641-6658, realtorprofile@realtor.com.

General

Q: Why are **.REALTOR** domains important to REALTORS®?

A: REALTOR® is a federally registered collective membership mark that identifies real estate professionals who are members of NAR and subscribe to its strict Code of Ethics. Only members of the National Association of REALTORS® (NAR) including International REALTOR® Members (IRMs), The Canadian Real Estate Association (CREA), and related entities will be allowed to use **.REALTOR** domain names. A **.REALTOR** domain name will identify and distinguish domains operated by REALTORS® from others operated by nonmember real estate professionals, and establish **.REALTOR** domain names as a trusted source.

The top-level domain **.REALTOR** will also deliver branding and marketing value to REALTOR® members and affiliates. Details can be found under our [Benefits](#) section.

Q: What are the Key Benefits of **.REALTOR**?

A: REALTORS® and consumers will benefit in the following ways:

1. Since every domain ends in **.REALTOR**, indicating REALTOR® status, members can focus on selecting the best domain name and market themselves and their business.
2. **.REALTOR** offers a clean slate of domain names to choose from, whereas most desirable **.com** domains are already taken.
3. Bring order and consistency to the currently disorganized real estate space on the Internet. Anyone can create a **.com** site, but only REALTORS® can use a **.REALTOR** domain.

4. The first domain is FREE for the first year for the first 500,000 NAR members and the first 10,000 CREA members.
5. Directly connects members to the \$5 billion internationally recognized REALTOR® brand, delivering additional branding and market value – just like placing the REALTOR® logo on your business cards or wearing the REALTOR® pin.
6. Immediately identifies REALTOR® membership, and differentiates REALTORS® from other nonmember professionals.
7. Establish a branded destination for consumers to ensure they're dealing with a REALTOR®.
8. Builds a TLD that establishes .REALTOR as a trusted source when searching for real estate information online.
9. Communicates the positive attributes of trust, professionalism and community to consumers by its use of the REALTOR® name.
10. The Internet is evolving and NAR has proactively positioned REALTORS® to be at the forefront of this change.
11. Positions REALTORS® with a competitive edge in the online real estate space by enabling the opportunity for future innovation, for example, a .REALTOR search engine, making it easier for consumers to locate REALTORS® and real estate services.
12. Establishes rules and standards of use that differentiate the .REALTOR domain from all other domains.
13. Search engines like Google are focused on delivering relevant results. The .REALTOR domain tells search engines what kind of content to expect on a website, making it more likely to appear in search results when a consumer is searching for the term "REALTOR®".
14. Includes an optional FREE profile website for U.S. members. An example can be found [here](#).

Q: When will the .REALTOR domain become available?

A: .REALTOR domains launched on October 23, 2014 at 11 am EDT for members and will be followed by subsequent phases open to firms/offices, Boards and Associations, and REALTOR® owned MLSS. .REALTOR domains will be available during each phase on a first-come, first-served basis. The latest news and information can be found at www.about.REALTOR.

Q: Who is eligible for .REALTOR domains?

A:

- REALTOR® members (agents and brokers) including International REALTOR® Members and members of The Canadian Real Estate Association (CREA)
- REALTOR® firms/offices
- State, provincial and local REALTOR® Boards and Associations
- REALTOR® owned Multiple Listing Services (MLSS)
- NAR affiliated institutes; societies and councils
- Other NAR business partners

Registration of .REALTOR domains is subject to the .REALTOR licensing agreement for usage of .REALTOR domains.

Q: Can “provisional” members claim domains?

A: Only members with “Active” status may claim .REALTOR domains. Members whom are “inactive” or “suspended” are ineligible to register or renew domains. The member may claim .REALTOR domains once he/she completes the local membership requirements and his/her status is updated to “Active.”

Q: How much will a .REALTOR domain cost?

A: For members: The first 500,000 NAR and 10,000 CREA members registering a .REALTOR domain will receive their first domain FREE for one year. .REALTOR domains will otherwise start at \$39.95 per year with discounts available for additional domains and years. Further pricing information can be found in the [Pricing](#) section.

Please note that discounts apply only to .REALTOR domains purchased in the same transaction.

Q: How many .REALTOR domains can I register?

A: If a domain you want is available, you can register as many as you like during or after the October 23, 2014 at 11 am EDT launch.

Q: As a REALTOR® member, what type of website names can I use for .REALTOR?

A: Claiming .REALTOR domain names are first-come, first-served. At minimum,

1. Members must use their first, last or full name in their domain name as it is in the NAR membership ID (NRDS ID).
2. The member's name (first, last or full) must precede .REALTOR. with the exception of numeric characters.

Naming FAQs:

Question	Answer	Example
Can I use just my first name?	Yes	Robert.REALTOR
Can I use just my last name?	Yes	Anderson.REALTOR
Can I use my middle name?	Must be used with first or last name only	JohnAnderson.REALTOR (where middle name is John)
Can I use my nickname?	Can use nicknames for your formal first names as our system accepts over 1million common nicknames	Bob.REALTOR, BobAnderson.REALTOR
Can I use my initials?	Must be used with last name	RAnderson.REALTOR
Can I use words or a phrase before my name?	Can use as long as it is appropriate; street addresses will not be permitted	TeamAnderson.REALTOR SellwithBob.REALTOR
Can I use numbers?	Yes, before or after your name	Robert1.REALTOR 21RAnderson.REALTOR

For more, visit www.about.REALTOR and check out the [naming rules and guidelines](#)

The same rules that apply to members' use of the REALTOR® marks currently will apply to .REALTOR domains. Descriptive and generic terms, including geographic terms , can only be used before the member's name. The .REALTOR domain must have the member's first, last, or full name directly before .REALTOR.

The following are examples of proper *.REALTOR* domains for Jane Smith, REALTOR®:

janesmith.REALTOR
smith.REALTOR
jsmith.REALTOR
jane.REALTOR
buywithjanesmith.REALTOR
chicagojane.REALTOR
calljane.REALTOR
sellwithsmith.REALTOR

The following are examples of improper *.REALTOR* domains:

js.REALTOR
janesmiththebest.REALTOR
smithteam.REALTOR
janesellschicago.REALTOR
janesmithrealtor.REALTOR

Please [visit the Guidelines and Usage section](#) for more ideas.

Q: What are the rules regarding characters that can be used in a domain name?

A: A domain name MUST be between 3-63 characters in length. You can incorporate the numbers 0-9 and letters A-Z in the domain name. You may include hyphen(s) but your *.REALTOR* domain cannot begin or end with a hyphen. Spaces and underlines are not permitted. [Click here for acceptable domain names.](#)

Q: What happens to my *.REALTOR* domain if I'm no longer a member of NAR or CREA?

A: Members may use *.REALTOR* domain names only while their NAR or CREA membership is in good standing.

Real Estate Domains LLC (RED) is the registrant of all *.REALTOR* domains. The *.REALTOR* licensing agreement will explain in detail what will happen to *.REALTOR* domains in the event the licensee's membership is no longer in good standing as a REALTOR®.

Q: Is it anticipated that REALTORS® will cease using existing *.com* and *.org* domains once the *.REALTOR* domains become available?

A: No. Members may continue using their current domain names for as long as they wish. Members may also wish to redirect their current domain names to their new *.REALTOR* website; however, such redirecting is not required.

Q: Third-party domain registrars are advertising *.REALTOR* domains now. Can I register a *.REALTOR* domain using these third-party registrars?

A: No. *.REALTOR* domains are only available for registration through NAR.

Various domain registrars such as GoDaddy are promoting preregistration for new TLDs, which may be available soon. These domain registrars are not authorized and will be unable to issue *.REALTOR* domain names.

NAR and CREA members should not preregister or pay money to other registrars for a *.REALTOR* top-level domain (TLD). Only NAR will offer and oversee *.REALTOR* domains, and only REALTORS® are eligible for *.REALTOR* domains. Membership will be verified via NRDS or NAF ID.

You may have also 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.

Firms/Offices, Boards, Association and REALTOR® owned MLSs

Q: Will a firm/office be able to claim a *.REALTOR* domain name?

A: Yes. The designated REALTOR® for an office will be able to claim a domain for the firm/office when they become available. Registration of firm/office domains may only be made by the broker of record and must match their firm/office name in NRDS for NAR or NAF for CREA members. Other legal or dba names are not permitted. The business rules for naming conventions provide additional details and can be found [here](#).

The *.REALTOR* domains will be released in phases. Phase for I members is complete and subsequent phases open to firms/offices, Boards, Associations, and REALTOR® owned MLSs will launch in 2015.

Members can now claim their *.REALTOR* domains at www.claim.REALTOR.

Q: Can Boards, Associations and REALTOR® Owned & Operated MLSs register a *.REALTOR* domain?

A: Yes, Boards, Associations and REALTOR® Owned MLSs will have an opportunity to register *.REALTOR* domain name(s). The *.REALTOR* domains will be released in phases, with Phase I open to members and subsequent phases open to firms/offices, Boards, Associations and REALTOR® owned MLSs. We expect the first phase to launch on October 23, 2014 at 11 am EDT. Sign up for our e-newsletter at www.about.REALTOR to receive the latest news and information on the *.REALTOR* domain.

[Visit our Association section](#) for marketing materials and for the **Association *.REALTOR* Marketing Program** to help promote *.REALTOR* to your members. In recognition of your partnership and participation in promoting the *.REALTOR* domain to your members, your organization can receive a FREE *.REALTOR* domain for up to five years.

Priority Registration

Q: What is the priority registration list?

A: The priority registration list for *.REALTOR* domains ended Q1 2014 for members of NAR and CREA. Members who signed up for the priority registration list had the opportunity to register *.REALTOR* domains during a 72-hour period prior to general release on October 23, 2014 at 11 am EDT.

Members on the priority registration list only provided first and last name with an email address so they can be contacted when domain registration begins. They did not pre-register specific domain names. NAR and CREA did not offer priority registration to firms/offices, Boards, Associations or REALTOR® owned MLSs.

Q: How do I secure a *.REALTOR* domain if I missed the priority registration?

A: All members can now claim their *.REALTOR* domain name(s) at www.claim.REALTOR.

Moreover, the first 500,000 NAR and 10,000 CREA members to register a *.REALTOR* domain consisting of his/her name will receive one FREE *.REALTOR* domain for one year.

Geographic and Generic Domains

Q: What are geographic domain names?

A: Geographic domain names are domain names that refer to a particular location. This may include a place, neighborhood, city, county, state, zip code, area code, or a combination thereof. Members may use geographic terms before their name in a *.REALTOR* domain and may also be permitted to use a geographic term that is already part of their name. Street addresses will not be permitted.

Example of permitted *.REALTOR* domain name with geographic term: NewYorkSteve.REALTOR
Example of *.REALTOR* domain name with geographic term not permitted: NewYork.REALTOR

[Visit the Guidelines and Usage section](#) for more ideas.

Q: What are generic domain names?

A: Generic domain names are domain names comprised solely of a common word or phrase. No one may register and use a generic *.REALTOR* domain name; however, members may use generic terms before their name in a *.REALTOR* domain.

Examples of generic *.REALTOR* domain names, which are not permitted:

mortgage.REALTOR
broker.REALTOR
realestate.REALTOR

[Visit the Guidelines and Usage section](#) for more ideas.

Q: Will *.REALTOR* domains consisting solely of geographic and/or generic terms be available for registration and use?

A: No. Instead, these *.REALTOR* domain names will be reserved for future use to benefit the entire industry, such as the Find a REALTOR[®] directory, or to search listings on realtor.com[®], etc. Members, firms/offices and member boards whose names include geographic and/or generic terms in their names may be permitted to use such terms in their domain name, but these requests will require manual review and approval. NAR reserves the right to approve/deny such domain names at its discretion.

Partnerships

Q: Who is Second Generation, LTD?

A: Second Generation, Ltd. (Second Gen) is an Embrescia family investment firm headquartered in Cleveland, Ohio, and the owner and registry operator for the top-level domain *.jobs*, which is sponsored by the Society for Human Resource Management. As an early adopter, NAR partnered and worked closely with Second Gen for over eight years, throughout the gTLD application, review and development process to bring the *.REALTOR* solution to the real estate industry. For over three decades, Second Gen and its affiliates have owned and operated FCC licensed radio and television properties serving markets throughout the United States as well as investing in manufacturing, real estate and medical innovations.

Q: Is NAR partnering with The Canadian Real Estate Association (CREA) on *.REALTOR*?

A: NAR has an exclusive marketing partnership with The Canadian Real Estate Association (CREA), the owner of the REALTOR[®] mark in Canada. REALTOR[®] members of CREA will also

be able to use the domain.

More on Top-level Domains (TLDs)

Q: Why did NAR apply for a TLD for real estate?

A: The *.REALTOR* TLD will make it easier for homebuyers, sellers and investors to locate a REALTOR®, the trusted valued source of real estate information, resources and services online.

NAR believes the new *.REALTOR* domain name will create a more positive experience for consumers who are seeking real estate information and services and want to ensure they are working with a REALTOR®, a real estate professional committed to a strict Code of Ethics. Given the Internet's convenience and round-the-clock accessibility, REALTORS® know that every year a growing number of consumers turn to and rely on the Internet as a source of information. According to NAR research, nearly nine out of ten recent buyers used the Internet in their home search process.

NAR, through Real Estate Domains LLC (RED), applied to ICANN for the *.REALTOR* TLD. RED was created for the sole purpose of operating the *.REALTOR* TLD.

Q: Who is ICANN?

A: ICANN is the Internet Corporation for Assigned Names and Numbers (ICANN). They were established in 1998 for the purpose of coordinating the Internet's unique identifiers around the world. They develop policies dedicated to keeping the Internet secure, stable and interoperable.

In early 2011, ICANN approved an expansion of the number of generic TLDs, which included allowing companies and organizations to create domains for their brands. NAR has been following this initiative since ICANN first began considering the introduction of a new round of gTLDs in 2006.

Q: What is a top-level domain (TLD)?

A: A top-level domain (TLD) is the portion of the domain name that appears to the right of the "dot" and is no longer limited to three characters. Every domain name must end with a TLD. There were two types of TLDs: generic top-level domains (gTLDs) like *.net* or *.com*, and country code top-level domains (ccTLDs) like *.uk* or *.cn*. Each TLD is operated by a registry, which is responsible for technically supporting the TLD and developing policies for the maintenance and allocation of the TLD.

Q: Is applying for a new gTLD the same as buying a domain name?

A: No. Individuals and organizations can register and use second-level and sometimes third-level domains through the various registrars available to the public. The application for a new gTLD is not for a domain name but rather the opportunity to create and operate a registry for the new gTLD, and accept the responsibility for operating a significant piece of the Internet's infrastructure. *.REALTOR* will have its own registrar where members of NAR and CREA can manage and register new *.REALTOR* domain names.

Q: What are second-level and third-level domain names?

A: A second-level domain is the part of a domain name or website address that comes before the TLD.

Ex: In *janesmith.REALTOR*, "janesmith" is the second-level domain and *.REALTOR* is the TLD.

A third-level domain name is the part of a domain name or website address that comes before the second-level domain name. Third-level domains are also called "sub-domains" as they sometimes refer to specific sections or pages of a website.

Ex: In offices.janesmith.REALTOR, “offices” is the third-level domain, “janesmith” is the second-level domain, and .REALTOR is the TLD.

Q: Where can I learn more?

A: Additional information on .REALTOR domains is available at: www.about.REALTOR. You can also subscribe to NAR communications, like NAR Weekly Report to stay up to date.

To learn more about domains, visit:

- the Domain Name Association’s website at: www.WhatDomain.org
- NAR’s Field Guide to Top-Level Domains:
<http://www.realtor.org/field-guides/field-guide-to-top-level-domains>
- ICANN’s website regarding the NEW gTLDs:
<http://newgtlds.icann.org/en/applicants/customer-service/faqs/faqs-en>

What if I have a question that is not on the list?

Q: What if I have a question that is not on the list?

A: Send a question to support@claim.REALTOR