Membership Basics

USING THE NAMES & TRADEMARK PROPERLY

As a REALTOR® member you should understand all of these points and use in all business marketing.

REALTOR® is a trademarked term you are permitted to use as a member of National Association of REALTORS®.

😊 It is interchangeable with “member”.

😊 Correct examples: Mary Pool, REALTOR®; Johnson Realty, REALTORS®; Janesmithrealtor

😊 CANNOT say, “Hutchinson’s #1 REALTOR” – interchange the word to “Hutchinson’s #1 Member” does that make sense? – NO.

😊 DO NOT put adjectives with REALTOR®.

😊 DO NOT use “Premier REALTOR” “Best REALTOR” “Elite REALTOR” “virtualrealtor” – all examples of using term incorrectly.

The NAR has a Membership Marks Manual with detailed use guidelines for REALTOR® term and the “R” logo. https://www.nar.realtor/membership-marks-manual

Prairie Land REALTORS®

😊 You are a member of this association. Use the name correctly.

😊 In marketing materials, printed, online, audio, or video, make sure you are using the name correctly – It’s 3 words.

😊 Correct use: Prairie Land REALTORS®

😊 There is NOT a Hutchinson Board of Realtors, McPherson Board of Realtors, Pratt Board of Realtors, Southern Plains Board or Realtors, etc. Don’t reference them in present tense, however if on a resume for past experience those names are still appropriate.

😊 There is NOT a Mid-Kansas Board of Realtors. Don’t combine association and MLS names into one.

McPherson Council, Pratt Council, Reno Council

😊 You can further distinguish yourself as a member of one of the recognized Councils.

😊 Correct example: Member of Prairie Land REALTORS®, McPherson Council.

😊 Or Reno Council of Prairie Land REALTORS®

Mid-Kansas Multiple Listing Service or Mid-Kansas MLS

😊 Agents are Subscribers.

😊 Brokers are Participants. Correct usage would be these terms and not “member of”.

😊 You can use long or shortened name as shown here.

😊 Be sure if you list MLS subscriber in your marketing materials that you use this name.

😊 Correct example: “Subscriber to Mid-Kansas MLS, which serves more than 200 members across 11 counties.”

😊 List Mid-Kansas MLS as organization affiliated with if listing on resume, etc.

😊 DO NOT use Prairie Land REALTORS MLS or Prairieland MLS or other variation.

Kansas Association of REALTORS®

😊 Can be included in list of affiliated organizations. You are a member. Use full name written out.

😊 KAR is often used internally as acronym, but should not be used in external marketing.

National Association of REALTORS®

😊 Can be included in list of affiliated organizations. You are a member. Use full name written out.

😊 NAR is often used internally as acronym, but should not be used in external marketing.