



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.