

REALTOR® Brand & Ethics

Your membership in the NATIONAL ASSOCIATION OF REALTORS® (NAR) instantly sets you apart from other real estate professionals. That's because as REALTORS® we adhere to a Code of Ethics, which governs how we treat clients, prospects and each other.

Only members of the NATIONAL ASSOCIATION OF REALTORS® can call themselves REALTORS® and use the REALTOR® trademark and, as a result, the trademark is able to convey what few do: trust and recognition among consumers, which gives REALTORS® a competitive advantage. In fact, the REALTOR® brand has been valued at more than \$3 billion.

NAR continually builds the value of the REALTOR® brand by protecting the trademark, advocating on behalf of REALTORS® and connecting you to your clients and community.

Protecting the REALTOR® Brand

Because of its high awareness with consumers, the REALTOR® brand is a powerful marketing tool. Be sure to wear your pin and put the brand on your business cards, websites and newsletters to show you are a REALTOR®. NAR ensures that the cornerstone of our brand – the trademark – maintains its integrity through consistency, starting with these important rules:

- “REALTOR®” is not an occupation or generic term synonymous with “real estate agent” and should never be used as such.
- “REALTOR®” may not be modified by descriptive words or phrases such as “your,” “local” or “Chicago.”
- “REALTOR®” must be used in conjunction with a member's name or the name of a member's brokerage firm.

Similar rules govern the use of the REALTOR® logo. Learn more about how you can use the REALTOR® trademark and logo with NAR's [On Your Mark](#) brochure as well as the [Protecting the REALTOR® Trademark](#) video and the [REALTOR® trademark resource page](#), both on REALTOR.org.

REALTOR® Code of Ethics and Standards of Practice: A Defining Factor

Part of what distinguishes REALTORS® from other real estate professionals is the [REALTOR® Code of Ethics](#) to which members of the NATIONAL ASSOCIATION OF REALTORS® adhere.

The Code of Ethics defines the way REALTORS® do business, as well as how REALTORS® interact with clients, customers, the general public and each other.

In addition to our Code of Ethics, we encourage all REALTORS® to take on a commitment to service. That's why NAR works together with local and state associations to create volunteer opportunities to help you go beyond building business relationships to strengthening your community.

Dedication to industry and community is just one way REALTORS® live out the Code of Ethics – a commitment to doing the right thing that is recognized and respected by all.