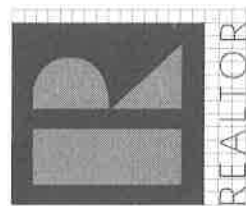


The rules governing use of REALTOR® and REALTOR-ASSOCIATE® on the Internet are those governing use of the REALTOR® marks elsewhere with two exceptions. The marks still must be used to identify a member, so in domain names and e-mail addresses they must be used with the member's name (e.g., johndoe@realtor.com or realtorjohndoe.com) or with a member's firm name (e.g., xyzcompany@realtors.com). The REALTOR® marks may not be used with descriptive words or phrases, including geographically descriptive terms (e.g., professionalrealtor.com or chicagorealtor.com). The two exceptions both reflect the special circumstances of the Internet and particularly domain names.

- The member's name or firm name does not need to be separated from the term REALTOR® with punctuation since most punctuation can not be used in domain names.
- The requirements to use capitalization and the trademark symbol with the term REALTOR® are relaxed since such formalities either can not or are not normally observed in domain names.

The REALTOR® logo is comprised of three components: the block, the "R" within the block and the term REALTOR® below the block. It has been designed to take advantage of certain size and contrast relationships among its components. Downloadable files of the official logo are available online on the 'About NAR' page of NAR's Internet site, www.REALTOR.org. Select the 'Logo/Graphic Standards' link under the 'About NAR Resources' section.

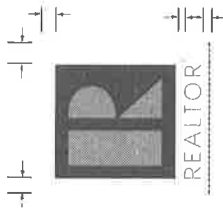
- Always display the logo in its correct form. The proper dimensions of the logo are represented by superimposing the logo on a grid.



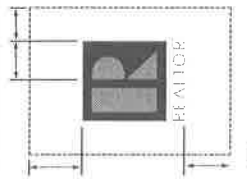
- Use a sharply-contrasting single color for the logo unless you're using REALTOR® Gold (Pantone 871) for the "R" and REALTOR® Blue (Pantone 293) for the block and term REALTOR®. These are the "official" colors for the logo. When printing the logo in one color, PMS 293 blue or black is strongly encouraged.
- When used on a dark background, be sure to reverse all components of the logo. NOTE: The dark background color should show through the "R".



- When the logo appears alone on a window decal, etc., without other wording, allow margins:



- Allow blank space of at least one half the width of the block "R" logo (no text may be nearer than this) when using the logo on letterhead, signs, etc.:



- Use a logo that is large enough so that all the parts – the block "R," the term REALTOR®, and the symbol "®" – can be seen and read clearly.



- The REALTOR® logo must never be distorted or altered.

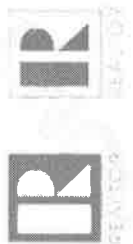


on your
MARK

- Don't eliminate any of the parts of the logo such as the term REALTOR®.



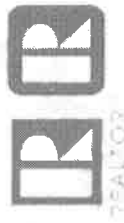
- Don't outline or frame the logo or parts of the logo:



- Don't combine with other symbols or words:



- Don't redraw, change the size or letter type of portions of the logo:



Additional copies of this pocket reference are available for purchase from the NATIONAL ASSOCIATION OF REALTORS® by calling 1-800-874-6500. For additional information on proper use of the collective membership marks, please contact the Trademark Coordinator at the NATIONAL ASSOCIATION OF REALTORS®, 430 N. Michigan Ave., Chicago, IL 60611-4087 or call 312-379-8373.

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NATIONAL ASSOCIATION
OF REALTORS®



The Voice for Real Estate

430 North Michigan Avenue
Chicago, IL 60611-4087
1-800-874-6500
www.REALTOR.org

NATIONAL ASSOCIATION
OF REALTORS®



The Voice for Real Estate

Real Strength.
Real Advantages.

A T R A D E M A R K
P O C K E T
R E F E R E N C E
F O R
M E M B E R S

introduction

Trademarks are useful tools. They help us distinguish among products, services and, yes, sometimes people. When we ask for a Pepsi-Cola® brand soft drink we won't get Coke®. Similarly, when the public asks for a REALTOR® or sees the block "R" logo, we want them to know that they are getting more than a real estate licensee—they are getting a member of the NATIONAL ASSOCIATION OF REALTORS® (NAR).

Every time you tell the public you are a REALTOR®, you tell them you subscribe to a strict Code of Ethics, you are a member of the largest trade association in the U.S., and you are informed about issues that affect real estate business. That's a lot of mileage from one trademark! So, it's important to always use the REALTOR® marks and logo correctly to identify yourself as a member of the National Association.

The rules for proper use of the REALTOR® marks and logo apply to any and all media. Whether the marks are used on outdoor signs or newspaper display ads, masonry or paper mache, letterhead or flyers, the rules remain the same. Additionally, the same rules apply to use of the marks in all forms of electronic advertising and communication, including the Internet. A few special rules have also been developed to explain how members may use the marks as a part of the domain name for their real estate business.

The National Association has developed guidelines on the proper use of the REALTOR® marks and logo. This guide summarizes five limitations on the use of the marks. Further information on use of the marks may be found at NAR's Internet site, www.REALTOR.org, on the "Law and Policy" page under REALTOR® Trademark/Logo Rules.

THE MEMBERSHIP LIMITATION

- Member boards membership classifications must include either one (REALTOR®) or two (REALTOR® and REALTOR-ASSOCIATE®) classes of membership.
- REALTOR® members are authorized to use the terms REALTOR® and REALTOR® and the REALTOR® logo.
- REALTOR-ASSOCIATE® members are authorized to use the term REALTOR-ASSOCIATE® and the REALTOR® logo when their firm or broker is also identified in the same materials.
- A non-member is never authorized to use the REALTOR® marks or logo in connection with his or her name. A member broker may, however, authorize a non-member salesperson affiliated with him or her to use business supplies except business cards on which the marks or logo have been used in reference to the member broker's name or firm.
- REALTOR® and REALTOR-ASSOCIATE® can be used with your name or your firm's name to identify you as a member.

THE REAL ESTATE BUSINESS LIMITATION

- Members are licensed to use the marks and logo in connection with their real estate business. "Real estate business" includes real estate brokerage, property management, real estate appraising, real estate counseling, real estate syndication, land development and building.
- Members are not authorized to use the marks and logo in connection with any other activities. For instance, a member may not use the REALTOR® marks or logo in connection with a real estate school, advertising or marketing services for other REALTORS®, the sale of office supplies, the offering of real estate franchise offices, etc.

THE GEOGRAPHIC LIMITATION

Members are authorized to use the REALTOR® marks and logo anywhere in the country, provided that the marks are accompanied by the business name and address in connection with which membership is held. You may not use the marks in reference to other offices unless you belong to a member board in connection with that other office location.

THE CONTEXT OF USE LIMITATION

- The terms REALTOR®, REALTOR® and REALTOR-ASSOCIATE® and the block "R" logo are collective membership marks. The terms do not describe the jobs real estate licensees perform.
- Never use descriptive words (e.g., commercial, Illinois, full-time) to modify the term REALTOR®, REALTOR® or REALTOR-ASSOCIATE® because such terms encourage an incorrect contextual meaning for the terms.
- When you are asked what you do for a living, describe your profession before you use the term REALTOR® to indicate you are also a member of a local board and committed to a strict Code of Ethics.
For example, say, "I am a real estate broker and also a REALTOR®."
- Please remember to distinguish words that describe jobs or lines of business such as "builder" or "insurance" from the marks.
For example, use "INSURER, REAL ESTATE AGENT, BUILDER" not "INSURER, REALTOR®, BUILDER."
- Use the marks only when talking about your membership in the local board, state association or National Association.
Follow this rule: If the phrase "member of the NATIONAL ASSOCIATION OF REALTORS®" cannot logically be substituted for the term REALTOR®, then the term REALTOR® should not be used. Instead use a descriptive phrase like "real estate agent."

THE FORM OF USE LIMITATION

- The terms REALTOR®, REALTOR® and REALTOR-ASSOCIATE® should appear in all capital letters and the federal registration symbol ® should be used with each term whenever possible.
For example, John Jones, REALTOR®. When not possible, REALTOR or Realtor® are permitted but less preferred alternatives.
- Do not use the terms REALTOR® or REALTOR® in your firm name, rather use them adjacent to your firm name.
*Correct: John Doe, Inc., REALTORS®.
Incorrect: John Doe REALTORS®, Inc.*
- Punctuation should be used to separate your name and firm name from the terms even when they appear on separate lines.
*For example, John Jones—
REALTOR®.*
- Say REALTOR as a two-syllable term with emphasis on the first syllable "REAL", not REAL-iter or REAL-a-ter.
- Use non-member instead of non-REALTOR®, when referring to one who is not a member.
- When speaking of more than one member, use REALTORS® and REALTOR-ASSOCIATES®.
- Avoid possessives whenever possible and when not, use REALTOR's (singular possessive) or REALTORS' (plural possessive). For the term REALTOR-ASSOCIATE®, it's REALTOR-ASSOCIATE's (singular possessive) or REALTOR-ASSOCIATES' (plural possessive).
- Don't hyphenate (REAL-TOR); abbreviate (Rltr); expand (Realtorfe); or combine the terms REALTOR®, REALTOR® or REALTOR-ASSOCIATE® with other terms (REALTOR®-ASSISTANT).
- Don't use descriptive words to modify the terms: e.g., "Professional REALTORS®"; "Florida's Biggest REALTOR®"; "Twin City REALTORS®."

See reverse side for further information on "The Form of Use Limitation."



Letter of the Law

Home	Governing Documents	Articles & Other Documents	Trademark Rules & Policies	Legal Resources
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FAQs

[MEMBER USE](#)
[INTERNET USE](#)
[NON-MEMBER USE](#)

MEMBER USE

1. What are the REALTOR® marks?

The REALTOR® marks include the terms REALTOR®, REALTORS®, and REALTOR-ASSOCIATE®, as well as the REALTOR® block "R" logo. These marks are all federally registered collective membership marks owned by the National Association of REALTORS® (NAR). Collective membership marks are a type of trademark which, rather than indicating the source of a product or service, identify the user of the membership mark as a member of a particular group, in this case NAR. The REALTOR® marks are also used to identify products and services for Members created by NAR and the Board.

2. I am a Member; don't I pay to use the term REALTOR®?

Members are authorized to use the REALTOR® marks; however there are still certain limitations established by the Board of Directors to preserve the value and meaning of the REALTOR® marks for all Members. Each member of the National Association of REALTORS® agrees, as a part of their local Association's Bylaws, to abide by the rules governing the use of the REALTOR® marks. Only by knowing and abiding by the rules adopted by the Board of Directors can we be sure the Marks will retain their meaning and value for future generations of REALTORS®.

3. Isn't the definition of REALTOR® anyone who has a real estate license?

No. The definition of a REALTOR® is a real estate professional who is a member of the National Association of REALTORS® and subscribes to its strict Code of Ethics. The marks should not be used inadvertently and improperly to denote a vocation or business. A good rule to follow is if the term "Member" cannot logically be substituted for the term REALTOR®, then the term should not be used. Appropriate substitutions might include the phrases "real estate broker," "real estate agent," "real estate salesperson," "property manager," etc.

4. Can I use the REALTOR® marks in the name of a firm?

No, the REALTOR® marks cannot be included in the legal or dba name of any firm. Members are authorized to use the REALTOR® marks in conjunction with the legal name of their real estate business (i.e., real estate brokerage) in advertising, signage, etc.

5. Can I use the term REALTOR® in the name of a firm if I add punctuation so REALTOR® is separated from the rest of the name by punctuation?

No, the rule based on Article V, Section 4 of NAR's Bylaws requires both the REALTOR® marks not be used as a part of a firm name AND that the marks be set off from the legal firm name by appropriate punctuation. Doing one or the other does not satisfy the requirements.

6. Can I use a geographic location with the REALTOR® marks (e.g. Montana REALTORS®, Boston's Best REALTOR®)?

Based on Article V, Section 7 of NAR's Bylaws, descriptive words or phrases are never to be used with the REALTOR® marks. This includes the use of the REALTOR® marks in connection to geographically descriptive terms like the names of cities, states, and places.

7. Why are local and state associations allowed to use geographic locations with the REALTOR® marks?

The Board of Directors has granted local and state associations the right to use geographic locations with the REALTOR® marks in certain specified ways, for example in domain names or the name of official publication.

8. How can I tell buyers that my team members and I are REALTORS®?

Each REALTOR® is authorized to use the REALTOR® marks with their name and Members may do so when identifying their relationship to a team. A Member may not use the REALTOR marks with the name of his or her team. Although the Bylaws allow REALTOR principals to use the REALTOR marks with the name of their business, this is limited to their real estate brokerage and would not apply to teams within a brokerage.

9. Do I need to add the trademark registration symbol?

The preferred form of the REALTOR® marks is in all capital letters and with the federal registration symbol '®.' If using the registration symbol is not possible, then the next preferred form is in all capital letters.

10. Is spelling realtor in lower case still using the trademark?

If the REALTOR® marks are in lower case, you are still using the membership marks. The registered mark is REALTOR in any and all of its forms. To encourage others to recognize its status, NAR has adopted certain standards for its appearance. Please note that the preferred format is in all caps with the registration symbol.

11. Do I need to use the REALTOR® marks in advertising and on my business cards?

No, use of the Marks is a privilege of membership, not an obligation. If you are a member, you are authorized to indicate you are a member of NAR and a real estate professional by using the REALTOR® marks in advertising, business cards, etc.

12. Can I use the block 'R' logo in advertising? Is there some special location I need to add this in?

Members can use the block 'R' logo in advertising so long as it can be understood by those receiving the advertising that the logo refers to the member or the member's real estate business. It would be improper if the REALTOR marks were understood to refer to a non-member. The logo should be large enough so that the registration symbol is easily identifiable.

13. Can I change the color of the block 'R' on my business cards?

Members may use the 'official' colors (Blue and Gold) for the logo. If these colors are not used, then any single color which sharply contrasts with the color of the substrate on which the logo is being produced may be used for the logo. Black or blue ink is strongly encouraged but is not required.

14. On business cards can I list REALTOR®/Broker?

Yes. However please note that the REALTOR® marks should not be used in conjunction with a description of any other occupation or vocation of the Member, even if the other occupation or vocation is part of or related to the Member's real estate business.

15. On business cards, do affiliations and designations (including the REALTOR® marks) need to be in any special order?

There is no rule specifying the order to be used. Members use many different ways then indicating affiliations and designations including alphabetically, chronologically, and order of significant to the member.

INTERNET USE

1. Can I use the REALTOR® marks with my domain name, email address, or username?

The same rules governing the use of the REALTOR® marks apply on the internet. In domain names, email addresses, and usernames, members are authorized to use the REALTOR® marks only to indicate membership to NAR by using the marks with a member's name or with the name of the member's real estate business.

2. In a domain name, email address, or username, do I need to use punctuation to separate the REALTOR® marks from my name?

The REALTOR® marks do not need to be separated from a member's name or real estate business name with punctuation in a domain name, email address, or username.

3. In a domain name, email address, or username, do I still need to capitalize the REALTOR® marks or use the trademark registration symbol?

The requirements to use capitalization and the registration symbol with the REALTOR® marks are relaxed since such formalities either cannot or are not normally observed on the Internet.

4. I am not using the term REALTOR®; I am using _____realtor (e.g., hotshotrealtor.com or floridarealtor.com). Isn't this a new word?

It is not a new word; it is simply including the term REALTOR® in a phrase. Descriptive words or phrases are never to be used to modify the REALTOR® marks. This includes the use of the REALTOR® marks in connection to products, services, or geographically descriptive terms like the names of cities, states, or places.

NON-MEMBER USE

1. I am not a member of the National Association of REALTORS®, can I use the REALTOR® marks?

No, non-members are never authorized to use the REALTOR® marks or logo in connection with their real estate business. Because the use has not been authorized by NAR it may also be viewed as an infringement of NAR's legal rights in its membership marks under the federal Lanham Act and other state and federal laws.

2. May a company that sells real estate related services use the term REALTOR® in the name of its product or service if the company only wants its business to serve REALTORS®?

No. NAR does not license third parties to use its marks in connection with the names of the products and services of those third parties.

3. If a non-member salesperson is included in an advertisement for a REALTORS® firm, can the REALTOR® marks be used in

connection with the firm's name or with the names of others who are members?

Yes, but the Marks must be placed in the ad so that they are used in connection with the firm name or the names of the people who are members and not in connection with the non-member. In addition, a non-member salesperson in this situation cannot use business cards on which the REALTOR® logo has been used even if it is in reference to the member broker or firm.

[Back to REALTOR® Trademark/Logo Rules](#)

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MEMBERSHIP MARKS MANUAL



MEMBERSHIP MARKS MANUAL

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INTRODUCTION TO TRADEMARKS

Trademarks are unique terms, symbols, or combinations of terms and symbols that communicate a specific message to the public. The term "COKE", for example, is a trademark that identifies a specific soft drink produced by The Coca-Cola Company. A service mark is a type of trademark that identifies the source of a service and distinguishes that service provider from all others. For example, the term "FedEx" is a service mark that identifies a specific provider of parcel delivery. A collective mark is a type of trademark that indicates membership in an organized collective group, such as a union, an association, or other organization. The term "Jaycees" is a collective mark that indicates membership in the United States Junior Chamber of Commerce. Over time, trademarks like those mentioned become associated with standards of quality or care and the public looks upon such marks as guarantees of repeated quality or care.

If a trademark owner does not properly protect its mark, it may be lost forever. Many of the words we use in our everyday speech were once valuable trademarks that could have been maintained as such if they had been promoted and protected properly. The words "escalator" and "aspirin" were once valuable trademarks, but for lack of vigilance, care, and public promotion, they lost their distinctive protectable qualities and are now words of ordinary use. Preservation of a trademark requires:

- Use of the trademark only in its intended context;
- Distinguishing the trademark from words of ordinary use by using capital letters and the registration symbol "®"; and
- Enforcing an appropriate program governing proper use and display of the trademark.

The MARKS: REALTOR®; REALTORS®; REALTOR-ASSOCIATE®; and the REALTOR® Logo

The NATIONAL ASSOCIATION OF REALTORS® (NAR) is the proud owner of numerous trademarks including the terms REALTOR®, REALTOR-ASSOCIATE®, REALTORS®, and the REALTOR® Logo (referred to collectively as the "MARKS"). Members and Member Boards of NAR receive a limited license to use the MARKS in connection with their real estate business or REALTOR® association.

The MARKS are collective marks that identify members of NAR and distinguish them from non-members. Since the unique term REALTOR® was first coined in 1915, the public has come to recognize those who use the MARKS as members of NAR and, as such, providers of real estate related services consistent with a strict Code of Ethics and the highest standards of professionalism.

There is only one way to properly pronounce the term REALTOR®: REAL- tor (rē'al-tôr'). Members are encouraged to carefully train new employees and salespeople on the proper pronunciation of the term

REALTOR®. Consistent aural use is just as important as consistent visual use to the preservation of the distinctive and recognizable character of the MARKS.

In order to preserve the value of the MARKS, NAR has implemented a program that governs use of the MARKS. Members and Member Boards are only permitted to use the MARKS in a way that highlights to the public the registered status, significance, and special meaning of the MARKS and distinguishes them from words of ordinary use and other marks or symbols.

The license that members and Member Boards have to use the MARKS is conditioned upon adherence to the rules for proper use of the MARKS set forth in this Membership Marks Manual. These rules are designed to encourage the widest possible consistent use of the MARKS while preserving and perpetuating their meaning and identifying function. To remain valuable and effective in performing their identifying function, the MARKS must be used consistently and correctly.

NAR created a brief, animated video about protecting the REALTOR® trademarks. It's available at: <http://www.realtor.org/videos/why-nar-protects-the-realtor-trademark>.

DEFINITION OF REALTOR®

The term REALTOR® has one, and only one, meaning:

REALTOR® is a federally registered collective membership mark which identifies a real estate professional who is member of the NATIONAL ASSOCIATION OF REALTORS® and subscribes to its strict Code of Ethics.

The single most important rule governing the MARK is that it may only be used to convey this meaning, and never used to convey another meaning.

LICENSE TO USE THE MARKS

The MARKS are specifically intended for use by members and Member Boards in connection with their real estate business or REALTOR® association programs, products, and services. Upon joining NAR, members and Member Boards are granted a limited, nonexclusive, nontransferable license to use the MARKS pursuant to the rules set forth in this Manual. The license is embodied in the NAR Constitution and Bylaws as well as in the Bylaws of each Member Board. These provisions incorporate by reference the limitations, rules, and policies of this Manual and other policies for use adopted by NAR's Board of Directors.

Individuals who hold REALTOR® or REALTOR-ASSOCIATE® membership in a Member Board are licensed to use one or more of the MARKS in connection with their name and the name of their real estate business. REALTOR® members are licensed to use the "REALTOR®" and "REALTORS®" trademarks when

identifying themselves as members of NAR and REALTOR-ASSOCIATE® members are licensed to use the "REALTOR-ASSOCIATE®" trademark when identifying themselves as members of NAR.

Member Boards are licensed to use the term REALTORS® as part of their name, in the title of their official publication, educational or civic meetings, services, or clinics sponsored by the Member Board, provided that the affiliation of the undertaking with the Member Board is indicated; and to use the REALTOR® Logo in connection with their name or logo.

LIMITATIONS ON LICENSE TO USE THE MARKS

There are important limitations to the license granted to members and Member Boards. They are the membership, real estate business, geographic, context, and form limitations described in this Manual and are official policy interpretations of NAR's Constitution and Bylaws regarding use of the MARKS. These limitations, and the guidelines and policies under them, are essential to the orderly, uniform use of the MARKS, and to their preservation and promotion.

Membership Limitation

Only NAR, its members, and its Member Boards may use the MARKS. A member's license to use the MARKS terminates automatically in the event that for any reason, such individual ceases to be a REALTOR® or REALTOR-ASSOCIATE® member in good standing of a Member Board; or in the event that for any reason, his Member Board ceases to be a Member Board in good standing of NAR at which time the Member Board's license would also terminate.

Because this limitation requires continuing membership as a condition to use the MARKS, members are not authorized to adopt usages which cannot be readily changed in the event membership ceases. For example, members should exercise forethought before using the MARKS on unalterable business signs, in domain names, or phone numbers which correspond to the letters spelling the term REALTOR®. Also, note, a Member Board must obtain written permission from NAR before allowing the department of transportation in its state to use the MARKS on specialty license plates.

Use of the term REALTOR® as part of the corporate name or business name of any member is prohibited. This prohibition is necessary to avoid the legal formalities of a corporate or business name change in the event of a termination, suspension, or expulsion from membership in a Member Board.

Collateral use of a MARK by a non-member, such as a journalist naming a member in a news article, is acceptable without NAR's written permission provided that the non-member's use of the MARK only refers to membership in NAR and does not indicate or imply that the non-member is a member or that NAR endorses, sponsors, or approves of a good or service.

NAR created a brief, animated video about how members may use the REALTOR® trademarks properly. It's available at: <http://www.realtor.org/logos-and-trademark-rules/make-our-marks-remarkable>.

Real Estate Business Limitation

Members are licensed to use the MARKS only in connection with their real estate business. According to Article III, Section I of the NAR Constitution, the term "real estate business" includes: real estate brokerage, management, appraising, land development, or building. The MARKS may not be used in connection with any other business or personal activities in which a member is engaged.

A member may use the MARKS in connection with the name of her real estate business even though other, non-real estate services are offered under that same business name if:

- Such other services are lawful and the member is licensed or otherwise legally entitled to offer such services; and
- Such other services do not, and are not likely to, undermine or diminish public respect for or understanding of the MARKS, other members, Member Boards, or NAR.

Member Boards may use the MARKS in the title of, or otherwise in connection with, publications, services, activities, or functions sponsored by Member Boards provided that that Member Board's name immediately precedes, follows, or is otherwise included in the title of the publication or service.

Member Boards may not use the MARKS in the name of, or in connection with, Member Board services, activities, or functions for which the Member Board lacks authority under its Bylaws, NAR's Constitution, or federal, state, or local laws or regulations.

NAR created a brief, animated video about how members may use the REALTOR® trademarks properly. It's available at: <http://www.realtor.org/logos-and-trademark-rules/make-our-marks-remarkable>.

Geographic Limitation

Members are licensed to use the MARKS anywhere in connection with the place of business with which their membership is associated.

Member Boards are licensed to use the MARKS in their assigned jurisdictions. When used by a Member Board outside its assigned jurisdiction, the MARKS may not be combined with content that causes confusion or deception as to the Member Board's assigned jurisdiction.

Context of Use Limitation

Context of Use for the Term REALTOR®

Members are licensed to use the MARKS only in the proper context of identifying a member of NAR. It is vitally important to the preservation of the MARKS that they be recognized consistently by the public as identifiers of NAR members. The MARKS must not be used generically to denote a vocation or a business.

The guidelines and policies concerning context of use are designed to assist the public in recognizing that the term REALTOR® means a registered collective membership mark which identifies a real estate professional who is a member of the NATIONAL ASSOCIATION OF REALTORS® and subscribes to its strict Code of Ethics. The definition of REALTOR® should appear at the bottom of the page on which the term REALTOR® is first used in any written material.

The Member Test

Compliance with the context of use limitation can be tested by substituting the word “member” for the term “REALTOR®.” If the meaning or intended message is unchanged and not compromised by such substitutions, the term REALTOR® is appropriately used. If not, the term REALTOR® should be replaced by another phrase such as “real estate broker,” “real estate agent,” “appraiser,” “property manager,” or other words, as may be appropriate.

To illustrate the Member Test, consider the following statement:

John Doe is a lawyer, REALTOR®, and insurance agent.

Substituting “member” for “REALTOR®” yields:

John Doe is a lawyer, member, and insurance agent.

The word “member” in the statement clearly does not further the speaker’s apparent purpose of describing Mr. Doe’s professional diversity. It is possible, of course, that the speaker did intend to state that Mr. Doe is a member of NAR as well as a lawyer and an insurance agent. However, there is a possibility that the listener would incorrectly understand the statement to mean that Mr. Doe is a lawyer, real estate broker, and insurance agent. Thus, use of the term REALTOR® in the statement is not appropriate.

The same approach highlights the problem with webpages, social media profiles, letterhead, business cards, signs, and ads that include notices such as:

John Doe, Inc.
Builders -- REALTORS® -- Insurers

The likely intent of such notices is to advise would-be customers that the services offered include real estate brokerage. Even if the intent is to indicate membership, there is a possibility that such usage may cause the reader to view the term REALTORS® inaccurately as a substitute for “real estate brokers,” rather than an indicator of membership. Thus, use of the term REALTORS® is not appropriate.

If the principals, partners, and corporate officers of Doe’s firm are all members, then the following usage would be acceptable:

John Doe, Inc., REALTORS®
Builders -- Real Estate Brokers -- Insurers

Being a REALTOR® is not a vocation

Compliance with the Context of Use limitation in the case of oral communication requires forethought and continued awareness that the term REALTOR® does not describe a vocation or profession.

For example, when asked what he does for a living, an unthinking member may answer incorrectly, "I am a REALTOR®." Obviously, the speaker does not mean that he makes his living as a "member." Unfortunately, the response makes sense only if the listener assigns to the term REALTOR® the meaning "real estate broker." Thus, by the answer given, the member has incorrectly used the term REALTOR® and, in the process, may have contributed to a misunderstanding of its meaning.

A response that is sure to clarify the registered status and special meaning of the term REALTOR® is, "I am a real estate broker and a REALTOR®." If asked to clarify the distinction, the member can provide an explanation of the fact and nature of membership, including the binding commitment of the member to the Code of Ethics.

In addition, because the term REALTOR® may only be used to identify members of NAR, it is not permissible to use the MARKS in reference to non-members such as "non-REALTOR®" or "non-REALTORS®." Such individuals should simply be referred to as non-members.

Never modify REALTOR® with a descriptive term

The term REALTOR® may never be used in connection with a descriptive word or phrase. Because adjectives may suggest an improper vocational meaning and also tend to distort the consistent understanding and image of the MARKS, thereby undermining their identifying function, members and Member Boards are expressly prohibited from using descriptive words or phrases in connection with the MARKS. This prohibition includes use of geographically descriptive terms like the names of cities, states, and places and is set forth in Article V, Section 7 of the NAR Bylaws.

Wherever the MARKS are used – on business cards, flyers, websites, domain names, usernames, social media profiles, email addresses, or anywhere – they cannot be used adjacent to a descriptive word or phrase.

The following examples are all improper uses because they use a descriptive term in connection with a MARK:

- Consult a professional REALTOR®
- Doe County's leading REALTOR®
- Your local REALTOR®
- Your international REALTOR®
- Commercial REALTOR®
- www.myrealtorfrank.com
- www.bestrealtor.com
- www.listitonrealtor.com
- hometownrealtor@email.com
- chicagorealtorjane@email.com
- Number1realtor
- REALTOR_dad

While members may never use geographic terms in connection with the MARKS, NAR's Board of Directors has granted Member Boards permission to use geographic locations in connection with the term REALTOR® provided that the geographic description is consistent with the assigned jurisdiction in official publications, domain names, and their NAR-approved association names. For example, it is acceptable for the state association in Ohio to call itself the Ohio Association of REALTORS®. And, it is acceptable for the Ohio association to have an official publication called "Ohio REALTORS®" and the domain name "ohiorealtors.org" as long as it's made clear that the publication and website are offered by the Ohio Association of REALTORS®.

Context of Use for the REALTOR® Logo

The context of use limitation for the REALTOR® Logo requires that it be used only in connection with the member's name or the member's firm name and address. Members and Member Boards are not authorized to use the REALTOR® Logo in the absence of identification of the member, the member's firm, or a Member Board.

However, a member or Member Board may distribute items or awards bearing the MARKS without other identification so long as the purchaser or recipient is a member or Member Board licensed to use the MARKS.

NAR created a brief, animated video about proper use of the REALTOR® trademarks. It's available at: <http://www.realtor.org/logos-and-trademark-rules/make-our-marks-remarkable>.

Form of Use Limitation

Form of Use for the Term REALTOR®

The form of use limitation requires members and Member Boards to use the MARKS in a manner that highlights them in relation to adjoining print by: (1) the use of capital letters and, where necessary, boldface print or italics; (2) the use of separating punctuation where appropriate; and (3) the use of the federal registration symbol "®" adjacent to each of the terms.

The preferred format for written use of the MARKS is use of all capital letters with the federal trademark registration symbol. When the preferred format is not feasible, members and Member Boards may use the MARKS with an initial capital letter "R." Unless it is used in a domain name or email address, members and Member Boards are prohibited from having a MARK appear in all lowercase letters.

Preferred Form:

REALTOR®

REALTORS®

REALTOR-ASSOCIATE®

Permitted Form (only when use of the "®" is not feasible):

REALTOR
REALTORS
REALTOR-ASSOCIATE

Permitted Form (only when use of all capital letters is not feasible):

Realtor®
Realtors®
Realtor-Associate®

Permitted Form (when use of the "®" and all capital letters is not feasible):

Realtor
Realtors
Realtor-Associate

When REALTOR®, REALTORS®, or REALTOR-ASSOCIATE® are used in the text of webpages, brochures, pamphlets, newsletters, or otherwise in the body of written material, all capital letters and the registration symbol "®" should be used in connection with at least the first use in each section of the body of the written material and in connection with each subsequent appearance to the extent practical. Each following use in that section must at least contain initial capital letters. Furthermore, the first use in any written material should include the definition of REALTOR®.

If all of the text in the body of the written material is in capital letters, the terms REALTOR®, REALTORS® and REALTOR-ASSOCIATE® should be made to stand out by the use of boldface type or by some other means sufficient to distinguish them from words of ordinary use and, in such instances, the registration symbol "®" should be used in connection with every appearance of each MARK. For example:

It will be of interest to your buyers and sellers alike that, as a REALTOR®, you are bound by NAR's strict Code of Ethics.

IT WILL BE OF INTEREST TO YOUR BUYERS AND SELLERS ALIKE THAT, AS A **REALTOR®**, YOU ARE BOUND BY NAR'S STRICT CODE OF ETHICS.

IT WILL BE OF INTEREST TO YOUR BUYERS AND SELLERS ALIKE THAT, AS A REALTOR®, YOU ARE BOUND BY NAR'S STRICT CODE OF ETHICS.

The terms REALTOR® and REALTORS® may be used in connection with, but not as part of, a corporate or business name provided such terms are separated from the business name by appropriate symbols or punctuation. Separating punctuation should be used even when the term appears on a separate line immediately below the firm name. The same rule applies to use of the MARKS in connection with a member's name.

Proper Form

J.J. Jones, REALTORS®

S.S. Smith -- REALTORS®

S.S. Smith Realty, Inc.,
REALTORS®

John Jones, REALTOR®

Sarah Smith,
REALTOR®

S.S. Smith Realty Company
REALTORS®

Possessives should be avoided whenever possible. Where necessary, possessives are formed as follows:

Singular

REALTOR®'s

REALTOR-ASSOCIATE®'s

Plural

REALTORS®'

REALTOR-ASSOCIATES®'

The examples below serve to illustrate the rules and requirements discussed above and to emphasize correct use of the MARKS by reference to some incorrect usages. The following examples are all improper uses because they hyphenate, reconstruct, expand, combine, abbreviate, or divide the MARKS:

REAL-I-TOR

REALTORrific

Blue Ribbon Chain, R-E-A-L-T-O-R-S

Rltr.

REALTOR - Assistant

The following examples are all improper uses because they use the MARKS or parts of them to create or construct more complex designs or new terms:

BOB's REAL-TORent OF HOMES

REALTER

REALRITE

REALFER

Form of Use for the REALTOR® Logo

The form of use limitation also applies to the REALTOR® Logo. The REALTOR® Logo consists of an “R” set in Futura Typeface on a sharply contrasting rectangular background to form a block “R” under which is centered the term REALTOR®. The rectangular block and the term REALTOR® centered under that block must be the same contrasting color.

Users of the REALTOR® Logo must adhere to the identification, color, spacing, and size requirements set forth by NAR. Such requirements are designed to assure that through uniform and consistent use, the public will continue to recognize the REALTOR® Logo as a distinctive mark and not simply a decorative symbol.

Members and Member Boards are encouraged to download the REALTOR® Logo from REALTOR.org to ensure use of the proper form. It's available at: <http://www.realtor.org/logos-and-trademark-rules/the-realtor-logo>.

Use of an identifier is required with the REALTOR® Logo

The term REALTOR® is called an “identifier” when it is used with the block “R” to form the REALTOR® Logo. Members and Member Boards must always include the REALTOR® identifier directly below the block “R” when using the REALTOR® Logo. NAR may use the block “R” without an identifier, but it has not authorized such use by members. Member Boards may request special permission to use the block “R” in connection with their Member Board logos or in architectural uses by obtaining written authorization from NAR’s Legal Affairs department. Such requests should be directed to: trademark@realtors.org.

Proper Form



Improper Forms

(No identifier)



(Bold identifier)



(Undersized block "R")



(Oversized identifier)



(Incorrect spacing)



(Incorrect spacing)



(Improper color and framing)



The stylized "R" must sharply contrast in color with the rectangular background and be the same color as the field on which the rectangular background appears

An element of the REALTOR® Logo is a rectangular block underlying the stylized "R." This rectangular block must always be a solid color that contrasts sharply with the stylized "R" and the underlying paper stock or other material. With one exception for use of NAR's official colors, the stylized "R" must be the same color as the field on which the rectangular background appears.

Typically, the rectangular block and REALTOR® identifier appear in a dark color while the stylized "R" is light. It is permissible to reverse the usual color contrast of the REALTOR® Logo to a light block on a dark background if the background is sufficiently dark to insure a high degree of contrast. When the contrasting colors of the REALTOR® Logo are reversed in this way, the usual colors of the block, the stylized "R", and the term REALTOR® must all be reversed so that both the block and the REALTOR® identifier appear in the light color on the dark background.

NAR has adopted as its official colors REALTOR® Blue and REALTOR® Gold and strongly encourages widespread use of these colors in combination as a means of making the appearance of the REALTOR® Logo uniform and prominent. REALTOR® Blue (PMS 293) and REALTOR® Gold (PMS 873) have been standardized by Pantone, Inc. Any printer can purchase these colors from any licensed Pantone Matching System ink manufacturer. This is preferable to having a printer attempt to independently match the official colors. If the stylized "R" appears in REALTOR® Gold, then the rectangular block must appear in REALTOR® Blue, regardless of the background on which the REALTOR® Logo is being displayed.

Although use of REALTOR® Blue and REALTOR® Gold is strongly encouraged, the REALTOR® Logo may be printed or displayed in any single color provided that the background on which the REALTOR® Logo is to appear is white or a sharply contrasting single color. For example, if dark green ink is chosen for printing letterhead on white paper, the REALTOR® Logo may also appear in dark green.

If two colors are used for printing letterhead or stationery, the darker of the two color choices should be used for printing the REALTOR® Logo. For example, when using dark brown and orange to print letterhead, the REALTOR® Logo should appear in dark brown. More than two colors should never be used to display the REALTOR® Logo unless those two colors are REALTOR® Blue and REALTOR® Gold.

Proper Form (when used on a dark background)



Improper Form (when used on a dark background)



The REALTOR® Logo must appear separated from other objects

To enhance the distinctiveness and recognizability of the REALTOR® Logo, an “area of isolation” should be maintained around each use of the REALTOR® Logo. This area of isolation is an amount of space equal to half the width of the block “R.” This space keeps the REALTOR® Logo separate from other objects, such as typography, illustration, photography, borders, geometric shapes, or the edge of the printed piece. The REALTOR® Logo must never be framed or outlined.



The elements of the REALTOR® Logo must remain readable and maintain the same relative proportions and spacing

The size of the REALTOR® Logo is often determined by the intended application, i.e. business cards, stationery, etc., and the manner in which the mark is to be reproduced. However, the elements of the logo—the block “R,” the REALTOR® identifier, and the ®—must remain readable and maintain the same relative proportions and spacing. The size of the registration symbol, “®”, may be increased as necessary to ensure its readability.

Proper Form (increased size of ®)



Improper Form



The block “R” in the REALTOR® Logo should never be smaller than 0.375 inches or 20 pixels wide. If the REALTOR® Logo is enlarged to more than three feet in width, then the registration symbol must be readable at a distance of 20 feet.

— 0.375" W —



— 20 pixels —



The REALTOR® Logo is shown below superimposed on a grid to illustrate the proper size relationships among elements. Such a grid illustration should be provided to sign companies, ad agencies and others retained by members or Member Boards as an aid for large scale applications.



Improper Uses of the REALTOR® Logo

The examples below serve to illustrate the rules and requirements discussed above and to emphasize correct use of the REALTOR® Logo by reference to some incorrect usages. The following example is improper because it redraws, reshapes, traces, tilts, intersects, photographically alters, or otherwise distort the REALTOR® Logo:



The following examples are all improper uses because they use the block "R" or the Futura "R" as part of a company or individual name, or as the first letter of any words beginning with "R," particularly words like "Real Estate," "Realty," or "REALTOR®":



The following examples are all improper uses because they superimpose the REALTOR® Logo over a graphic pattern or design:



The following examples are all improper uses because they combine the REALTOR® Logo with another symbol or device:



The following examples are all improper uses because they outline or frame the REALTOR® Logo:



The following examples are all improper uses because they use an identifier other than one that is approved and have improper size and typeface:



The following example is an improper use because it reverses the contrast of the block "R" without also reversing the contrast of the identifier below it:



The following example is an improper use because it reduces the REALTOR® Logo to the point where either the identifier or the registration symbol is not legible:



USE OF THE MARKS WITH A MEMBER'S NAME

Use of the Term REALTOR® with a Member's Name

Members are licensed by NAR to use one or more of the MARKS in connection with or in reference to themselves and their real estate businesses. Use in connection with a member's name is acceptable as long as it is consistent with the guidelines and policies of this Manual.

For example, to comply with the Form of Use Limitation, the MARK must appear in all capital letters and be set off from the member's name by punctuation. To comply with the Context of Use Limitation, the MARK must never be used with a descriptive term or as a vocational description such as a real estate broker, agent, or licensee. The MARKS are not and may never be used as a designation of a person's licensed status.

It has become customary in some areas for one member to address another member as, for example, "REALTOR® Jones." Such use as a letter salutation or signature is acceptable. For example:

Proper Use

Dear REALTOR® Jim:

Dear REALTOR® Jones and Mr. Doe:

Sincerely,

REALTOR® Smith

A non-member is never permitted to use the term REALTOR® or REALTOR-ASSOCIATE® adjacent to his name on a business card or anywhere else, even if he is employed by or affiliated with a firm that is permitted to use the term REALTOR®.

Association executives and staff may use the MARKS to identify their positions with their Member Boards. For example: John Smith, Association Executive, ABC Association of REALTORS®.

Use of the REALTOR® Logo with a Member's Name

As with the terms REALTOR® and REALTOR-ASSOCIATE®, the REALTOR® Logo may also be used in connection with a member's name as long as such use complies with the policies and guidelines regarding display of the REALTOR® Logo as set forth in this Manual.

USE OF THE MARKS WITH A MEMBER'S FIRM NAME

Use of the term REALTOR® with a Member's Firm Name

Members are licensed by NAR to use one or more of the MARKS in connection with or in reference to themselves and their real estate businesses by using them adjacent to, but not as a part of, a member's firm name. The MARKS may never be incorporated into the legal name of a member's real estate business.

As used throughout this Manual, "firm name" means the local name by which a member's real estate business is distinguished from other firms by the Member Board, the state licensing authority, and the public.

When selecting a firm name, members are strongly encouraged to utilize the words "Realty," "Real Estate," or similar terms that indicate the real estate nature of their business. When these words are used in the firm name, the terms REALTOR® and REALTORS® are more clearly and easily perceived as indicators of membership and professional commitment.

The following examples show the proper use and placement of the MARKS in connection with a member's firm name and are permitted:

Proper Use

Uptown Realty, Inc., REALTORS®

Smith, Ltd., REALTORS®

Sunshine Homes, REALTORS®

Johnson Realty, REALTORS®

The following examples show the improper use and placement of the MARKS in connection with a member's firm name and are prohibited:

Improper Use

Uptown REALTORS®, Inc.

Smith REALTORS®, Ltd.

Sunshine REALTORS® Homes

Johnson Realty REALTORS®

In the case of firms that are affiliated with a franchise organization or independent offices owned by a conglomerate, the individual firm name serves to distinguish one franchise or conglomerate office from another of the same franchise or conglomerate. Members who work for such firms may use the MARKS in connection with their firm name. However, franchise organizations, conglomerates, and networks are not authorized by NAR to use the MARKS, and members are prohibited from sublicensing such right to them.

If a member's firm is a franchisee or an independent office of a conglomerate, then it would be proper for the MARK to follow the member's firm name, such as: Franchise Company, member's Firm Name, REALTORS® or member's Firm Name, REALTORS®, Franchise Company.

While the terms REALTOR® and REALTORS® may be used in connection with a firm name, they may not be used in conjunction with a description of the firm's other lines of business or any other occupation or vocation of the member, even if the other occupation or vocation is part of or related to the member's real estate business.

For example, if a member is also involved in construction or insurance businesses, it is proper to use the MARKS as follows:

Proper Use

Jones, Inc., REALTOR®
Real Estate Broker/Builder

Smith Realty, REALTORS®
Real Estate Brokerage-Insurance

However, it is improper to use the MARKS as follows:

Improper Use

Jones, Inc., REALTOR®/Builder

Smith Realty
REALTORS® - Insurance

Use of words such as “Builder” or “Insurer” in conjunction with the terms REALTOR® or REALTORS® may mislead the reader into thinking that the term REALTOR® is an ordinary descriptive word which identifies an occupation or vocation.

Finally, if a member's firm has brokers or salespersons who are not members of NAR, the member may use the terms REALTOR® or REALTOR-ASSOCIATE®, but not the REALTOR® Logo, on business cards or letterhead used by those non-member brokers or salespersons if those terms are used in connection with the firm name and not the name of such individual and it is otherwise clear that the broker or principals of the firm hold REALTOR® membership and not the non-member brokers or salespersons.

Use of the REALTOR® Logo with a Member's Firm Name and Logo

The REALTOR® Logo may be used adjacent to a member's firm name and logo as long as the firm logo does not detract from, or compete with, the distinctiveness or identifiability of the REALTOR® Logo. The REALTOR® Logo may not be used in connection with or adjacent to a franchisor or a conglomerate name or logo.

Salespersons who are affiliated with a REALTOR® but who are not themselves members of NAR may not use business cards with the REALTOR® Logo imprinted thereon. This strict prohibition on use of the REALTOR® Logo on business cards of non-members applies even if the REALTOR® Logo is used immediately adjacent to the name of the firm or member with whom the salesperson is affiliated. Any use of the REALTOR® Logo on the business cards of non-member salespeople has been interpreted by

the Board of Directors of NAR as implying that salesperson is, in fact, a member. Therefore, such use is prohibited.

Decorative or script typefaces of copy adjacent to the REALTOR® Logo are not recommended because they compete with and detract from the REALTOR® Logo. In particular, Futura Black, the typeface used for the stylized "R" in the REALTOR® Logo, should never be used in adjacent copy. The following examples are improper uses because they use Futura typeface for the term or copy adjacent to the REALTOR® Logo:

REALTOR®



The following typefaces were chosen for their maximum compatibility with Avant Garde Light, the typeface used for the term REALTOR® as it appears under the block "R". They are also recommended for adjacent copy because of their clear, clean graphic character.

Helvetica Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Helvetica Medium

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Helvetica Bold

**ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz**

Univers 45 (Light)

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Folio Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Folio Medium

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Folio Bold

**ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz**

USE OF THE MARKS BY A MEMBER BOARD

Use of the Term REALTOR® with a Member Board's Name

Member Boards may use the term REALTOR® or REALTORS® in their name only when the Member Board has obtained written authorization to do so from NAR. Such written authorization is routinely given in the Member Board charter and jurisdiction assignment process. Member Boards must seek prior approval and a revision of their authorization in the case of a name change, adoption of a fictitious business name, or in the event of incorporation or dissolution of corporate status.

While an individual member may not use the MARKS as part of a corporate business name, the Member Board is permitted to incorporate using the MARKS provided the Member Board has already obtained written authorization from NAR to use the term REALTORS® in its name. The following examples illustrate typical uses of the term REALTORS® in the Member Board name:

Kenosha Board of REALTORS®, Inc.
North Carolina Association of REALTORS®, Inc.
Pueblo Board of REALTORS®, Inc.
Wisconsin REALTORS® Association, Inc.
Minneapolis Area Association of REALTORS®, Inc.

Use of the REALTOR® Logo with a Member Board's Name and Logo

A Member Board may use the REALTOR® Logo adjacent to its name in connection with the title of its publications, services, activities, or functions if the Member Board's name immediately precedes, follows, or is otherwise prominently included in the title of the publication or service.

A Member Board may use the block "R" portion of the REALTOR® Logo in connection with its name or as part of its logo without the REALTOR® identifier appearing below the block "R" only if it obtains prior written permission from the Legal Affairs Department of NAR. Where such approval is granted, the Member Board will be required to execute a written license agreement with NAR expressly authorizing the proposed use of the block "R" without an identifier.

A Multiple Listing Service operated by a Member Board must obtain a license from NAR in order to use the MLS service mark shown BELOW. A copy of the License Agreement for Use of MLS Service Mark by Member Board is available in Appendix 4 of NAR's Handbook on Multiple Listing Policy.



Any questions regarding a trademark license should be directed to NAR's Legal Affairs Department or emailed to trademark@realtors.org.

SPECIFIC USES OF THE MARKS

MARKS May be Used on Merchandise

Members may distribute or sell merchandise carrying the MARKS as long as such merchandise includes the member's name or firm name.

Member Boards may distribute or sell merchandise carrying the MARKS to the general public if such merchandise also includes the Member Board's name. Member Boards may distribute or sell merchandise carrying the MARKS only to its members if such merchandise does not include the Member Board's name.

NAR has implemented a trademark licensing program under which approved manufacturers and merchants may sell items bearing the MARKS without the name of individual members, their firms, or Member Boards. These manufacturers and merchants have submitted their products for approval by NAR and have entered into a written agreement with NAR. Such products include a notice that the product is licensed by NAR.

It is acceptable for a member to wear an article of clothing or accessory displaying a MARK even if that article does not include the member's name or firm name. For example, wearing a t-shirt that only uses the REALTOR® Logo is using the MARK directly in connection with the member, so such use complies with the rules regarding proper use of the MARKS.

News Releases May Use the AP or UPI Style

Most newspapers follow either the Associated Press (AP) Style Book or the United Press International (UPI) Style Book in preparing news items for publications. These style books do not call for use of full capitals or a federal registration symbol "®" for registered marks. Therefore, it is permissible for a Member Board or member to follow the AP or UPI guidelines when using a MARK in a news release.

News releases should include the definition of the term REALTOR® at the bottom of each page.

MARKS May Not be Used as Directory Headings

The term REALTOR® should never be used as a subject heading in any directories, such as the “Yellow Pages” phone directory, since such usage is tantamount to suggesting that the term REALTOR® identifies a vocation or line of service rather than membership in NAR. Any use of the MARKS in a directory should include the definition of the term REALTOR®.

MARKS May Not be Used in Institutional Advertising

“Institutional Advertising” refers to television, radio, and other media advertising, the benefit of which inures to a multitude of firms or offices which are not commonly owned or not commonly managed and which may be found in more than one Member Board's jurisdiction or in different states. The advertising is generalized in the sense that it does not mention the local firm name nor does it provide specific address or telephone information with regard to each office benefitted. An example is a national television ad promoting the services of franchisees of a particular franchise organization. Uses of the MARKS in Institutional Advertising that benefits offices of members as well as offices of non-members is strictly contrary to the exclusive rights of NAR in the MARKS, so it is prohibited.

NAR's Constitution and Bylaws provide for the licensing of the MARKS to individual members or Member Boards. By special provision of the Bylaws, firms whose principals, partners, and corporate officers hold REALTOR® membership are entitled to use the MARKS in connection with, but not as part of, their firm name. No authority is given to members or their firms to sublicense the right to use the MARKS to parent corporations, franchise organizations, or networks. Thus, it is impermissible and inappropriate for a franchisor organization or a conglomerate to use a MARK in connection with newspaper, radio, or television ads. Even if a franchise requires that all of its franchisees be members of NAR, the franchise is still prohibited from using the MARKS in its institutional advertising.

Members whose offices are owned by or affiliated with conglomerates or franchise organizations have an obligation in furtherance of proper and authorized use of the MARKS to exert their influence in support of NAR's prohibition on the use of its MARKS in Institutional Advertising.

Ads prepared by franchises or conglomerates that do not use the MARKS but provide space for insertion of the local firm name, address, and one or more of the MARKS are acceptable. For example, a franchise television ad may close with specific firms listed by local name and address with one or more of the MARKS used in connection with each firm whose principals, partners, or corporate officers hold REALTOR® membership in NAR.

MARKS May be Used in Connection with Political Activities

Article V, Section 6 of the NAR Bylaws authorizes individual members to use the terms REALTOR® and REALTORS® in connection with activities in support of specific candidates in specific elections as long as the definition of REALTOR® and the identification of those conducting the activity as members of a specific Member Board are included on all materials related to the members' advocacy, unless not reasonably practical; and all such use of the MARKS ceases immediately after the election.

The support of state or federal candidates through fundraising committees or election committees involves compliance with state and federal laws and may require careful coordination with NAR and state associations. There may also be tax law implications. The same is true of lobbying activities. Accordingly, Member Boards are encouraged to seek competent legal counsel and check with NAR's Legal Affairs Department before implementing any activities in these areas.

The Same Rules Apply to Use of the MARKS on the Internet

The policies and guidelines set forth in this Manual apply to all uses of the MARKS – including use on the internet and in social media. Therefore, Member Boards may only use the MARKS in their domain name or username if used properly in connection with their name or sponsored activities; and members may only use the MARKS in their domain name or username if used properly in connection with the member's name or firm name.

The Limitation on Form requires Member Boards and members to use separating punctuation, all capital letters, and the registered "®" symbol. This Limitation is relaxed when it is not possible or feasible to use the required form in domain names or usernames.

The following examples are all proper uses of REALTOR® by a member named Jane Smith:

Proper Uses

Janesmithrealtor
Jsmithrealtor
Smithrealtor
jane_smith_realtor
realtorjanesmith
realtorjsmith
realtorsmith
realtor_smith
chicagoassociationofrealtors
Chicago_association_of_realtors
jane_the_realtor
jane_a_realtor
realtorjanechicago
chicagojanerealtor
realtor_jane_number1

The following examples are all improper uses of REALTOR® because they each include a descriptive work or phrase in connection with the MARK:

Improper Uses

Chicagorealtor
Yourchicagorealtor
your_chicago_realtor
cyberrealtor
virtualrealtor
realtor_mom
realtorsolution
localrealtor
top_chicago_realtor
number1realtor
hotshotrealtor
residentialrealtor
commercial_realtor
janechicagorealtor

The same rules set forth in this Manual regarding use of the REALTOR® Logo also apply to use of the REALTOR® Logos online—including use as icons for apps and social media profiles. Therefore, a member may use the REALTOR® Logo as an icon for an app or a social media profile if the app or profile is provided in connection with the member's real estate business and the REALTOR® Logo appears adjacent to the member's name or firm name. A Member Board may use the REALTOR® Logo as an icon for an app or profile if the app or profile is provided in connection with the Member Board's publication or services and the REALTOR® Logo appears adjacent to the Member Board's name. Acronyms and abbreviations are not permitted.

For additional resources, check out the Trademark Use in Social Media page on REALTOR.org at: <http://www.realtor.org/logos-and-trademark-rules/trademark-use-on-social-media>.

TRADEMARK PROTECTION PROGRAM

NAR has established a comprehensive Trademark Protection Program that is designed to ensure that the MARKS are used only by or in reference to members of NAR and Member Boards and that all uses of the MARKS are proper in form and context. NAR maintains the MARKS through registrations with the U.S. Patent and Trademark Office, monitors the internet for proper use, and creates new ways to bring awareness to association staff, members, and the general public.

The goals of the Trademark Protection Program are to preserve the federal trademark registration, create and increase the value of goodwill, and maintain the original intended purpose and meaning of the MARKS. In order to achieve these goals, misuses of the MARKS must be recognized, identified, and corrected.

Member Boards Are Also Responsible for Trademark Protection Program

NAR Bylaws require each Member Board to cooperate and coordinate with NAR in any and all attempts to halt or prevent any unauthorized or improper use of the MARKS. Member Boards are responsible for ensuring that their members use the MARKS in compliance with the license set forth in the NAR Constitution and Bylaws and the policies and guidelines set forth in this Manual. To achieve this, each Member Board should assist in familiarizing its members with the policies and guidelines in this Manual by conducting education sessions for current members and by covering this topic in new member orientation.

NAR created a brief, animated video about how association staff can help protect the REALTOR® trademarks. It's available at: <http://www.realtor.org/videos/why-nar-protects-the-realtor-trademark>.

Under NAR's Trademark Protection Program, Member Boards have two specific responsibilities:

- First, a Member Board must be familiar with this Manual so it can recognize misuses of the MARKS by its members or by non-members.
- Second, a Member Board must accept reports of trademark misuses and take steps outlined here to rectify the problems.

In many cases, a simple letter from the Member Board explaining the violation to the person misusing the MARKS will result in cooperation and compliance by such person.

Misuse by a Member

When a Member Board learns that one of its members is misusing a MARK, the Member Board should conduct an initial investigation to obtain as much of the following information as possible:

- A description or copy of the alleged misuse;
- The person or firm responsible for the use;
- The contact information of such person or firm;
- The date of the use and where it appeared; and
- Whether the use is continuing.

Upon receipt of this information, the Member Board should contact the member to describe the registered status and special meaning of the MARK and request that the misuse cease promptly. Members should also be reminded that their right to use the MARKS is limited to use in connection with their real estate business and must adhere to the policies and guidelines set forth in this Manual. Members often respond positively to such written reminders and correct their misuse. A sample letter that can be sent by a Member Board regarding a member's misuse of a MARK is available at the end of this Manual.

A copy of all correspondence sent or received by the Member Board relating to a misuse of the MARKS should also be sent to NAR's Trademark Protection Coordinator at trademark@realtors.org. If the

matter cannot be resolved locally or if an impasse develops, NAR may assume primary responsibility for obtaining compliance.

Unauthorized Use by a Non-Member

Non-members are never authorized to use the MARKS in reference to or in connection with their businesses or themselves. One should recognize, however, that certain uses of the MARKS are not unauthorized uses but rather permissible nominal uses, such as when newspapers, magazines, or radio or television programs use the MARKS to accurately and properly identify an individual as a member of NAR or in reference to a Member Board. Such nominal uses should be reviewed to be sure the MARKS are used in the proper form and context.

When a Member Board learns that a non-member is using a MARK, it should send a letter to the unauthorized user explaining that the MARK is a federally registered collective membership mark owned by the NATIONAL ASSOCIATION OF REALTORS® that is reserved for the exclusive use by or in reference to members of NAR, and demanding that the unauthorized use cease promptly. A sample letter that can be sent by a Member Board to a non-member misusing a MARK is available at the end of this Manual.

A copy of all correspondence sent or received by the Member Board relating to a misuse of the MARKS should also be sent to NAR's Trademark Protection Coordinator via email to trademark@realtors.org. If the matter cannot be resolved locally or if an impasse develops, NAR may assume primary responsibility for obtaining compliance.

Misuse by the Media

It is the duty of each Member Board to notify editors, publishers, and broadcasters of their improper uses of the MARKS in television, radio, and print media. The media must be reminded periodically that the MARKS identify members of NAR and that the term REALTOR® is not synonymous with "real estate broker," "broker," or "real estate agent." The media must also be advised of the registered status of the MARKS and requested to use initial capital letters to distinguish the terms REALTOR® and REALTORS® from words of ordinary use.

In the event a Member Board discovers a misuse of the MARKS in the media, it should send a letter to the media outlet providing notification of the misuse and seeking a correction to be issued. A sample letter that can be sent by a Member Board regarding a misuse by the media is also available at the end of this Manual.

A copy of all correspondence sent or received by the Member Board relating to a misuse of the MARKS should also be sent to NAR's Trademark Protection Coordinator via email to trademark@realtors.org. If the matter cannot be resolved locally or if an impasse develops, NAR may assume primary responsibility for obtaining compliance.

Unauthorized Use by a Franchise or Conglomerate Organization

In the event a Member Board discovers a franchisor or conglomerate organization to be using the MARKS in conjunction with its franchise or other business activities, the Member Board should notify NAR so NAR can address the unauthorized use. All relevant documentation or other materials explaining and evidencing such use should be forwarded to NAR's Trademark Protection Coordinator at trademark@realtors.org.

Unauthorized Use on Merchandise, Publications, or Services

In the event a Member Board discovers a product, publication, or service bearing the MARKS and is unsure whether the producer of such product, publication, or service is authorized to use the MARKS pursuant to this Manual, the Member Board should notify NAR so NAR can resolve the matter. All relevant documentation or other materials explaining and evidencing such use should be forwarded to NAR's Trademark Protection Coordinator at trademark@realtors.org.

Obtain Written Assurance of Compliance

In many cases, the Member Board's initial communication to misusers of the MARKS will achieve the desired result: the misuser will agree to correct or terminate the misuse and provide the Member Board with a written assurance of compliance. In other cases, however, the misuser may refuse to comply, ignore the Member Board's requests, or promise, but never deliver compliance.

If the misuser agrees to comply with the Member Board's request, the Member Board should confirm the agreement in writing and thank the misuser for the prompt cooperation. If the misuser agrees to comply, but refuses to provide a written confirmation of compliance, the Member Board should make a detailed record of the situation (i.e., name of misuser, date, time of day, summary of the discussion noting verbatim assurances of compliance given and the proposed timetable for compliance).

A copy of all correspondence sent or received by the Member Board relating to a misuse of the MARKS should also be sent to NAR's Trademark Protection Coordinator at trademark@realtors.org.

Enforcement Action

If a Member Board does not receive a written confirmation of compliance from the misuser within one month of the date that the Member Board's first letter was sent, the Member Board should request assistance from NAR's Trademark Protection Coordinator who will work with NAR's Legal Affairs Department to obtain written compliance from the misuser.

In addition to investigating complaints received from Member Boards, NAR's Trademark Protection Coordinator receives and responds to misuses reported by members, the public, and trademark monitoring services. Because NAR believes that voluntary compliance is the most beneficial and cost-effective way of protecting and maintaining the MARKS, it has implemented a written cease and desist process to encourage compliance by misusers. However, if compliance or a satisfactory agreement cannot be reached, NAR will initiate a complaint against a member with her Member Board or take legal action as necessary.

File Complaint with the Member Board

A member's failure to adhere to NAR's rules regarding proper use of the MARKS constitutes a violation of that member's duties of membership in the Member Board. If a member refuses to comply with NAR's requests to correct a misuse, the Member Board's Grievance Committee or NAR may file a complaint against the member for violation of a membership duty.

If the Member Board's Professional Standards Committee finds a violation, then the member may be disciplined consistent with Section 14 of the Code of Ethics and Arbitration Manual, including but not limited to possible suspension or termination of membership or MLS privileges.

NAR May Initiate Legal Action

If a misuser refuses to comply with NAR's request for compliance, NAR may initiate legal action. Such action could take the form of a trademark infringement lawsuit filed in state or federal court. NAR has been successful in obtaining court orders against infringers ordering that they cease and desist misuse of the MARKS and, in many cases, pay NAR damages relating to the infringement and costs associated with the lawsuit, including attorneys' fees.

In addition to other legal actions NAR may pursue, NAR may file a Uniform Dispute Resolution Policy (UDRP) complaint against an individual or company that is misusing a MARK in a domain name. When registering a domain name, every website operator agrees to arbitrate disputes regarding the domain name via the UDRP process. Information about the UDRP process is available on the Internet Corporation for Assigned Names and Numbers website at: <http://www.icann.org/en/help/dndr/udrp>. NAR has had success using the UDRP process whereby infringers have been ordered to cease use and transfer ownership of the infringing domain name to NAR.

Learn about the benefits of owning a home

LATEST ADVOCACY ISSUES

NAR is the leading advocate for private property rights, homeownership and housing issues.

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THE NATIONAL ASSOCIATION OF REALTORS® WANTS YOU TO KNOW

Long-term Investment

REALTORS® add value

Financing is available

- Despite recent slowdowns in some markets, housing remains a good long-term investment, and demographic demand favors housing over the long term:
- Homeownership offers immediate benefits and long-term value. Homeowners accumulate wealth for the future while enjoying the benefits of a shelter that they can use, improve and sell.
- Many buyers know that homeownership is an investment in their future. More than three-quarters of all recent buyers believed their home purchase was at least as good as an investment in stocks.
- According to the 2007 NAR Profile of Home Buyers and Sellers, first-time home buyers made a median downpayment of 2 percent, while repeat buyers who financed their purchase put 16 percent down, indicating the wealth-building effect of homeownership.

*U.S. Census Bureau



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REALTOR[®]Mag

The Rookie Tool Kit

Life as a rookie real estate professional is not easy, but REALTOR[®] Magazine is here to help. Our Rookie Tool Kit provides answers to common first-timer questions and checklists for your first year in real estate and beyond.

Study Up	The Players Working With Buyers Working With Sellers Code of Ethics Real Estate Glossary Housing Types House Styles	Develop These Habits Build an Effective Web Site - Must-Have Features - Pro or DIY? - Site Building Tips The Art of Listing - Create Listing Packets - The Listing Presentation The Art of Selling - Property Marketing Options - Presenting an Offer
Your First Month	Buy the Right Tools Learn Your Neighborhood Select a Brokerage - Evaluating Your Choices - Research - The Interview - Rank Your Choices Issues to Know NAR Legal Resources	Customers for Life Plan Your Career - Questions to Ask Grow Your Sales Improve Your Negotiating Skills Find Your Niche Training & Professional Certifications Get Involved in Your Community Benefits of Volunteering Rookie Resources
Your First Three Months	Create a Personal Marketing Plan - Marketing Materials - Execute Your Plan Acquire Clients	

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Your rating: None

Starting Your Career



OVERVIEW

REFERENCES

We've already done the research for you. References (formerly Field Guides) offer links to articles, eBooks, websites, statistics, and more to provide a comprehensive overview of perspectives. EBSCO articles (E) are available only to NAR members and require a password.

Skills & Strategies Every Agent Should Have

What Clients Value in Real Estate Agent Skills and Qualities, (*The Balance*, Aug. 2, 2017)

Real Estate Business Letter Templates, (*National Association of REALTORS®*, n.d.)

5 Things You Didn't Learn in Real Estate Class, (*REALTOR® Magazine*, Nov. 2015)

9 Ways to Keep Data Secure, (*REALTOR® Magazine*, Aug. 2015)

The Safety Talk You Need to Have With Clients, (*REALTOR® Magazine*, Sept. 2014)

7 Timeless Skills for Any Real Estate Market, (*REALTOR® Magazine*, June 2010)

The Negotiation Tool Kit, (*REALTOR® Magazine Toolkit*)

Getting Started in Real Estate

Introducing the 2017 30 Under 30 Finalists, (*REALTOR® Magazine*, Mar. 8, 2017)

Starting a Career in Real Estate: What You Need to Know, (*Signs Blog*, n.d.)

Sales & Marketing: My First Year Articles, (*REALTOR® Magazine*, n.d.)

First Year Real Estate Advice: 17 REALTORS® Go Back in Time!, (*Raleigh Realty*, Nov. 13, 2015)

The Listings Tool Kit, (*REALTOR® Magazine Toolkit*)

The Rookie Tool Kit, (*REALTOR® Magazine Toolkit*)

Finding Your First Clients

6 Strategies to Get Clients as a Rookie Agent[®], (*Homeside*, July 18, 2016)

10 Tips to Help Potential Clients Choose You As Their Real Estate Agent[®], (*iHOUSEweb*, Aug. 27, 2014)

Six Powerful Prospecting Tips to Build Your Business, (*realtor.com*[®], May 28, 2013)

10 Things You Should Be Doing As a New REALTOR[®] in Your First Few Weeks in the Business[®], (*Real Estate Career Mentor*, May 25, 2010)

How Does a Rookie Get Listings?, (*REALTOR[®] Magazine*, June 2005)

The Prospecting Tool Kit, (*REALTOR[®] Magazine Toolkit*)

Quiz: Prospecting, (*REALTOR[®] Magazine*, n.d.)

Working With Multicultural Clients

Sensitivity to Social Cues Essential in Cross-Cultural Real Estate Negotiation[®], (*Georgetown University*, n.d.)

Understanding the Four Cs of Global Real Estate Negotiations[®], (*Georgetown University*, n.d.)

Tips to Help Build Cross-Culture Business Skills, (*National Association of REALTORS[®]*, Aug. 20, 2013)

The Next Wave Of Buyers: Prepare Now To Meet The Needs Of Multicultural Clients, (*National Association of REALTORS[®]*, Feb. 5, 2013)

Julian Treasure: 5 Ways to Listen Better[®], (*TED*, July 2011)

The Multicultural Client Tool Kit, (*REALTOR[®] Magazine Toolkit*)

Ten Myths About Multi-Cultural Real Estate Clients[®], (*S.E.C. Real Estate Observer*, n.d.)

Branding and Marketing

8 Tips for Building Your Personal Brand in 2017[®], (*Entrepreneur*, Jan. 9, 2017)

7 Sins of Personal Branding, (*REALTOR[®] Magazine*, June 2016)

Ten Rookie Digital Marketing Mistakes You Might Be Making[®], (*Forbes*, May 30, 2016)

6 Simple Steps to Skyrocket Your Website, (*REALTOR[®] Magazine*, Feb. 2015)

The Personal Marketing Tool Kit, (*REALTOR[®] Magazine Toolkit*)

The Property Marketing Tool Kit, (*REALTOR[®] Magazine Toolkit*)

Self Promotion: How to Sell Yourself[®], (*Coaching for Change*, n.d.)

eBooks & Other Resources

eBooks.realtor.org

The following eBooks and digital audiobooks are available to NAR members:

42 Rules to Increase Sales Effectiveness, (Kindle, eBook)

42 Rules to Turn Prospects into Customers, (Kindle, eBook)

Artful Negotiation in a Global Economy, (Audiobook)

The Blueprint: Strategic Plan for Brand New, First Year and Struggling Real Estate Agents, (Kindle, Audiobook, eBook)

Book Yourself Solid, (Audiobook)

Branding for Dummies, (Kindle, eBook)

Chinese Business Etiquette and Culture, (Kindle, eBook)

Easy Step by Step Guide to Telemarketing, Cold Calling & Appointment Making, (Kindle, eBook)

E-mail Etiquette, (eBook, Audiobook)

Everything I Know About Marketing I Learned From Google, (eBook)

The Global Etiquette Guide to Africa and the Middle East, (Kindle, eBook)

The Global Etiquette Guide to Mexico and Latin America, (Kindle, eBook)

If You're Not Having Fun Selling Real Estate, You're Not Doing it Right[®], (Kindle, Audiobook, eBook)

Improviseational Negotiation, (Kindle, eBook)

Japan: Doing Business in a Unique Culture (Kindle, eBook)

Marketing Demystified, (eBook)

Multicultural Manners, (Kindle, Audiobook, eBook)

The New Science of Selling and Persuasion, (eBook)

No Lie—Truth Is the Ultimate Sales Tool, (eBook)

Opportunities in Real Estate Careers, (eBook)

Social Media Marketing, (eBook)

Your First Year in Real Estate[®], (Kindle, eBook)

Books, Videos, Research Reports & More

The resources below are available for loan through Information Services. Up to three books, tapes, CDs and/or DVDs can be borrowed for 30 days from the Library for a nominal fee of \$10. Call Information Services at 800-874-5500 for assistance.

The honest real estate agent: a training guide for a successful first year and beyond as a real estate agent, (CreateSpace, 2012)

Sales and Marketing 101 for Real Estate Professionals, (Chicago, IL: Dearborn Real Estate, 2007)

The Real Estate Agent's Business Planner, (New York, NY: AMACOM, 2005)

So, You're a Real Estate Agent? Now What?!, (Maximum Potential, 2004)

The Skilled Negotiator: Mastering the Language of Engagement, (Chicago, IL : Jossey-Bass, 2004) HF 5438 R23s

The Complete Guide to Your Real Estate Closing: Answers to All Your Questions--From Opening Escrow to Negotiating Fees to Signing Closing Papers, (Chicago, IL : McGraw-Hill, 2003) HF 5438 G11

Your First Year in Real Estate, (Roseville, CA: Prima Publishing, 2001)

The Internet companion: a beginner's guide to global networking, (Reading, MA: Addison-Wesley Pub. Co., 1994)

How to succeed in selling real estate: a guide for real estate rookies, (Phoenix, AZ: Golden West, 1982)

REALTOR[®]

MAGAZINE ONLINE

This article was published on: 07/01/2005

SALES COACH COLUMN

Smart start

Top 7 Rookie Mistakes

If you sidestep these common pitfalls, you'll be ready for a successful career in real estate.

BY TERRY WATSON

In the book *Trump: The Art of the Deal*, Donald Trump tells his key to success in real estate: If you take care of the downside, the upside will take care of itself. In other words, if you have a contingency plan for everything that can go wrong, you can't help but succeed.

You may not end up as wealthy as The Donald, but you should approach your real estate sales career with the same attitude: If you know the top mistakes that prevent real estate professionals from realizing their full potential, you can avoid them — and take your career further, faster. Here are what I believe are the top seven hurdles that could stand between you and a successful real estate career.

1. No Business or Marketing Plan. If you went into business for yourself and approached a bank for a business loan, your loan officer would want to see two things: 1) your income statement and 2) your business plan. Well, when you go into real estate sales, you are going into business for yourself. But many salespeople have no clear goals or timeline for achieving their goals. Consistently, real estate professionals who have a written business plan are more successful than people who don't. If you don't know where to start, you can copy a sample real estate business plan from Palo Alto Software Inc.'s Business Plan Pro. The company also offers Marketing Plan Pro.

2. Not Using Resources Available to You. Even if you're new to the industry, you don't have to recreate the wheel. Take advantage of all the resources that are around you — from your brokerage, your colleagues, and professional organizations. Find top performers in your market or other markets and ask them to mentor you. Read each issue of REALTOR® Magazine and use all the resources available at REALTOR® Magazine Online. Each issue of REALTOR® Magazine is packed with tips from successful practitioners or trainers on how you can become more successful.

3. Not Maximizing Your Productivity. If you look at top-producing real estate professionals who are selling 600-plus units a year, you will notice that they have two things in common: assistants and systems. These practitioners are multiplying their efforts and increasing their output through people and technology. According to the NATIONAL ASSOCIATION OF REALTORS® *Member Profile*, real estate practitioners who used at least one personal assistant had a significantly higher sales volume than those who didn't. You may erroneously think that you can't afford a personal assistant. But think again. If you can significantly increase your income by increasing your efficiency and the number of transactions you can close in a year, you can't afford not to get a personal assistant.

4. Not Earning REALTOR® Designations. Many practitioners feel that they aren't making enough money to allocate funds for education. This is backwards thinking. You take the class to acquire the skills to increase your sales and earn more. The skills you learn and the referral relationships you develop with other students you meet will dramatically affect your bottom line and your potential for success.

5. Not Purchasing Equipment as a Business Entity. Many real estate professionals purchase their laptops, digital cameras, or PDAs as consumers. This is a big mistake. If the technology breaks or you need help with the device, you will be sent to consumer purgatory, also known customer support. When you call customer support as a consumer, expect to waste at least an hour of your day. This purgatory is completely avoidable and unnecessary. The next time you purchase equipment, buy it as a business entity. You can do this by stating that you are a business when you purchase the equipment in-store, choosing the business ordering option online, or using the business-ordering phone number through companies like Dell. When you purchase equipment as a business, your customer support will be much better and less time-intensive. When you need help, you can call a support line that is reserved for business accounts. That means that you only spend about five minutes on the phone with *one* person, and the needed part or parts are sent overnight. In some cases, you can even get a technician dispatched to your home or office to personally fix the problem.

6. Not Crafting Your Marketing Message to Prospects' Concerns. If you base your marketing strategy on assumptions about what your prospects want from you, you could be wasting money. The NATIONAL ASSOCIATION OF REALTORS® *Profile of Home Buyers and Sellers* provides insights into what really matters to the typical buyer and seller. For example, it may not be wise to using marketing dollars to promote your resume; according to the survey, the average homebuyer or seller doesn't care about your accomplishments. What they do care about is your ability to help them find the right house, negotiate skillfully, and manage the paperwork. Your marketing should target their concerns.

7. No Income Buffer, Passive Income, or Nest Egg. What often kills new real estate practitioners is the concept of lag time. When you sell a house, you typically don't get paid when the contract is accepted. The average contract is written for 45 days. In a perfect world, you would get your commission check 45 days from the date it was accepted. In the real world, you don't always get paid on time. What could go wrong? Maybe someone forgets to order the title, water certification, village inspection, pay-off letter, survey, termite inspection, or income verification. If you're in a hot market, the title company could be backed up for two weeks or longer. The closing date could be pushed back days or even weeks. A successful real estate practitioner needs a line of credit and a financial cushion of three to six months of personal expenses to survive. You also need passive income — or income coming in from investment property so that you don't have to be desperate to close a deal. When that check finally arrives, don't forget to put some money aside for your nest egg.

Learn from Your Mistakes, Then Move On

Usually it is the simple stuff that derails a potentially successful real estate career, eclipses your joy in helping consumers find a home, or causes practitioners to burn out prematurely. You are where you are today because of decisions you have made or did not make. Before you embark on a real estate career — or before you try to move your career to a new level of production — take a hard look at yourself and see if you've been guilty of any of these mistakes. Then make the decision to not make them again. Once that decision is made, your path to real estate sales success is wide open.

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International Real Estate

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Social Media Use

What is a Facebook username?

Facebook is for the first time allowing users to register a custom username. Each Facebook account can only have one username and you can never change nor can you transfer it to someone else. In fact, even if you delete your Facebook account, your username will not go back in the pool of available usernames. As of now, Facebook usernames are only being used for custom URLs, but the uses for usernames might change in the future. Choosing a Facebook username is optional and having a username will not change the name that appears on your profile or anywhere else on the site.

Can I use the REALTOR® marks with my username on social networking sites such as Facebook or Twitter?

The same rules governing the use of the REALTOR® marks apply on the internet. In a username, members are authorized to use the REALTOR® marks only to indicate membership to NAR by using the marks with a member's name or with the legal name of a member broker's real estate business.

Do I need to use punctuation to separate the REALTOR® marks from my name in a username, email address, or domain name?

The REALTOR® marks do not need to be separated from a member's name or real estate

[Feedback](#)

business name with punctuation in usernames, email addresses, or domain names.

In a username, do I still need to capitalize the REALTOR® marks or use the trademark registration symbol?

The requirements to use capitalization and the registration symbol with the REALTOR® marks are relaxed since such formalities either cannot or are not normally observed on the Internet including on social media sites.

Why do the rules prohibit the use of descriptive words or phrases with the REALTOR® marks (e.g. hotshotrealtor or floridarealtor)?

The term REALTOR® was created by a member to identify members and distinguish them from non-members. When the REALTOR® marks are used with a descriptive word or phrase it does not identify a person as a member but is most likely to be understood to be referring to a type or service that might be provided.

Is it okay for me to use the REALTOR(R) block R logo as the icon for a mobile device application, such as an iPhone App?

The rules for using the REALTOR(R) logo as an icon for an application are the same ones which govern its use in any other medium. The logo is intended to identify the user as a member of the Association. A Member may use the REALTOR (R) logo as an icon for an App if (i) the App is provided in connection with the Member's real estate business and (ii) the logo appears in the icon adjacent to the Member's name or the name of the member's real estate business. A Member Board may use the REALTOR(R) as an icon for an App if (i) the App is provided in connection with the Member Board's publications, or its educational courses, clinics and similar service projects produced or sponsored by the Member Board and (ii) the logo appears adjacent to the Member Board's name. Please note, acronyms and abbreviations are not permitted.

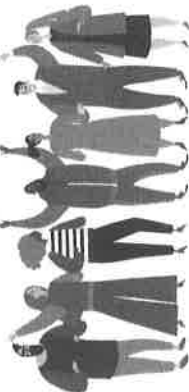
[Back to Social Media Toolkit </logos-and-trademark-rules/trademark-use-on-social-media>](#)

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Feedback

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NAR's REALTOR Benefits® Program is your official member benefits resource, bringing you savings and special offers just for REALTORS®. Program partners are carefully selected, so you can be assured they understand the unique needs of real estate professionals and are committed to your success. In one year alone, over 800,000 REALTORS® saved \$63 million through this Program!



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Dive into digital advertising and build your local brand through targeted campaigns designed to promote your listings, create awareness in your zip codes and drive referrals with your sphere of influence. Receive an exclusive 15% additional impressions on newly purchased and renewing campaigns, which can be combined with other eligible discounts.

📞 **nar.realtor/Adwerx**
☐ 1-888-622-5771



Automate social media marketing for listings, content and lead generation. Available for both the enterprise and individual agent.

📞 **nar.realtor/BackAtYouMedia**
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📞 **nar.realtor/FedExOffice**
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PLACESTER

Provider of professional real estate websites.

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📞 **NarTeamStore.realtor**
☐ 1-847-991-2010
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☐ 1-800-NAR-5233

Program availability and eligibility requirements may vary by partner program. See partner websites for details, terms and conditions.

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NAR's official auto, home and renters insurance provider.

NOTE: You must mention your NAR membership and client #004639 to receive savings

📞 **nar.realtor/LibertyMutual**
☐ 1-800-809-9778



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A temporary affordable medical policy which can last from 30 to 364 days.



Guaranteed acceptance Limited Medical plan for everyday health care needs.



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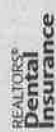
Supplemental plan for out-of-pocket medical expenses due to accident.



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REALTOR Benefits® Program



Your Official Member Benefits Resource

2019 REALTOR BENEFITS® PROGRAM

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NOTE: Contact your broker, state or local association for additional assistance

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1-888-429-6638

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For offices of six or more users, please call 1-877-720-2040



NAR benefit delivered through ziplogix™ technology at no cost featuring zipTMS® robust transaction management system, unlimited zipVault® document storage, an exclusive NAR library of REALTOR® Forms & Templates and access to the industry-standard zipForm® Plus forms engine.

NOTE: State and local forms libraries may also be available; some fees, set by state and local associations/boards, may apply.

nar.realtor/ziplogix
1-800-383-9805

OFFICE SUPPLIES AND SERVICES



Up to 26% off with NAR's exclusive shipping provider, including express and ground.

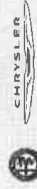
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nar.realtor/Dell
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nar.realtor/Sprint

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ASNAR_ZMB_ZZZ (individual-liable accounts)

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nar.realtor/TurboTax



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nar.realtor/QBSE

TIP! Save 29% when you purchase QuickBooks® Self-Employed and TurboTax® Self-Employed together!

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Visit nar.realtor/RealtorBenefits/Education for more information.



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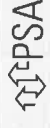
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Indicates companies which NAR has invested in directly or through Second Century Ventures.



REALTOR Benefits Program

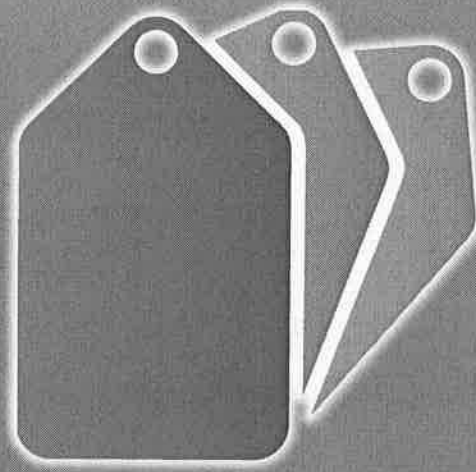
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2018

CATALOG



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Association Resources



What Everyone Should Know About Equal Opportunity in Housing 
Fair housing law and party responsibilities are outlined in this brochure.
Sold in packages of 100.

 **Item #:** 166-799
Members: \$20.95
Non-Members: \$31.45
  **Item #:**
E166-799
Members: \$4.95
Non-Members: \$12.95
Also available in Spanish.



Your Director Hat: A Guide to Serving as a Director on a Board
An excellent resource for anyone thinking of becoming a member of a governing Board or starting service on a Board, or a sitting Board member who just wants a little more insight.

Item #: 141-182
Members: \$11.95
Non-Members: \$19.95



A Pathway to Professional Conduct: Respect Starts Here 
This brochure includes tips for showing respect for property, the public and your peers.
Sold in packages of 100.

Item #: 135-85
Members: \$39.95
Non-Members: \$49.95

Brokerage Management



Real Estate Brokerage Essentials®: Navigating Legal Risks and Managing a Successful Brokerage — Fourth Edition 
Created by NAR's Legal Team, this is your essential guide to running a successful brokerage.

Item #: 126-359
Members: \$32.95
Non-Members: \$49.95



Power Teams: The Complete Guide to Building and Managing a Winning Real Estate Agent Team
A step-by-step guide to forming an agent team and the best practices of teams that have already reached a notable level of success.

Item #: 141-300
\$24.95



21 Things I Wish My Broker Had Told Me: Practical Advice for Real Estate Professionals
Written with humor and insight, this publication provides hands-on advice to help agents start or maintain their career.

Item #: 141-237
\$19.45



Why Rent When You Can Buy? 
This brochure outlines the financial benefits of owning a home, including mortgage interest, property tax deductions and mortgage principal accumulation.
Sold in packages of 100.

 **Item #:** 186-90
Members: \$29.95
Non-Members: \$50.00
  **Item #:**
E186-90
Members: \$6.95
Non-Members: \$29.95
Also available in Spanish.



Champion Real Estate Team
Provides the tools and step-by-step blueprint you need to develop a top-notch real estate team — minus the trial and error.

 **Item #:** 141-321
\$24.99



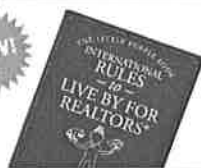
Real Estate Office Management
Based on the S-7 Management model, this product explores the seven interdependent variables for managing a successful brokerage office, with emphasis on planning, capital, marketing and people.

Item #: 141-341
\$36.75

Being a REALTOR®

Buy all four
"Little Books"
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and save!
Item #: E135-118
Members: \$35.92

NEW!



The Little Purple Book: International Rules to Live By for REALTORS®

Learn what it takes to tackle global issues, work with international clients and overcome challenges associated with global real estate. Sold in packages of 5.

Item #: 135-117
Members: \$19.95
Non-Members: \$29.95
Item #: E135-117
Members: \$9.95
Non-Members: \$19.95



The Little Red Book: Safety Rules to Live By for REALTORS®

Focuses on tips REALTORS® can utilize to empower themselves, become more aware and be safe real estate practitioners. Sold in packages of 5.

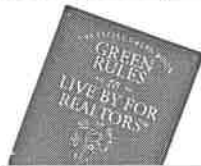
Item #: 135-109
Members: \$19.95
Non-Members: \$29.95
Item #: E135-109
Members: \$9.95
Non-Members: \$19.95



The Little Blue Book: Rules to Live By for REALTORS®

A fun focus on the tips for running a successful business and presenting a professional, realistic and everyman approach to real estate. Sold in packages of 5.

Item #: 135-105
Members: \$19.95
Non-Members: \$29.95
Item #: E135-105
Members: \$9.95
Non-Members: \$19.95



The Little Green Book: Green Rules to Live By for REALTORS®

Focuses on tips to educate, list and support working with peers, service providers and clients on green issues. Sold in packages of 5.

Item #: 135-116
Members: \$19.95
Non-Members: \$29.95
Item #: E135-116
Members: \$9.95
Non-Members: \$19.95



Getting It Sold — Your Resource for Staging, Curb Appeal and Selling Success

Help consumers prepare their home for sale with proven methods on curb appeal, staging, showing and updating a home for selling success. Sold in packages of 100.

Item #: 135-70
Members: \$29.95
Non-Members: \$39.95
Item #: E135-70
Members: \$4.95
Non-Members: \$12.95



It's a Great Time to OWN

Get your sales moving and get buyers off the fence. Sold in packages of 100.

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Members: \$29.95
Non-Members: \$39.95
Item #: E135-87
Members: \$9.95
Non-Members: \$14.95



It Pays to Work with a REALTOR®

This brochure outlines key differences between a REALTOR® and a licensee, benefits that REALTORS® provide and how REALTOR® designations benefit consumers. Sold in packages of 100.

Item #: 135-30
Members: \$29.95
Non-Members: \$47.25
Item #: E135-30
Members: \$6.95
Non-Members: \$12.95
Also available in Spanish and Portuguese.



The NATIONAL ASSOCIATION OF REALTORS® Guide to Home Buying

Outlines the process of purchasing a home, with special focus on issues that concern first-time buyers for each step of the buying transaction.

Item #: 141-50
\$19.95



The NATIONAL ASSOCIATION OF REALTORS® Guide to Home Selling

Specifically for home sellers, this guide presents a variety of issues for homeowners to consider when deciding to sell their home.

Item #: 141-55
\$19.95

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Commercial and Investment Real Estate



Commercial Real Estate Investing

Shows readers the ins and outs of investing in commercial real estate. If you are investing in residential property or have started to invest in commercial property and want to take your investing to the next level, this product is for you.

Item #: 141-317
\$24.95



The Insider's Guide to Commercial Real Estate

This book will teach you everything you need to know about commercial real estate, from how to speak the language to the ins and outs of commercial contracts and financing.

Item #: 141-239
\$28.15



An Introduction to Listing and Selling Commercial Real Estate

Provides a complete foundation for a career in the commercial real estate industry.

Item #: 141-394
\$24.95

Legal Issues



Workplace Harassment: Awareness and Prevention Pocket Guide

A guide to the types of workplace harassment, the liability issues surrounding workplace harassment and suggestions on reporting and investigating claims.
Sold in packages of 5.

Item #: 126-149
Members: \$20.95
Non-Members: \$31.45
☑ Item #: E126-149
Members: \$6.95
Non-Members: \$12.95



RESPA Dos and Don'ts Card — Download

Understand and comply with the Real Estate Settlement Procedures Act (RESPA). Provides RESPA "dos" on one side and RESPA "don'ts" on the other side.

☑ Item #: E126-100
Members: \$4.95
Non-Members: \$12.95



The Green Guide for Real Estate Professionals

This guide brings together all the information you need to "go green."

Item #: 141-388
\$27.55



A Brief Guide to Mold, Moisture and Your Home

Learn why mold develops in the home, general recommendations for removing it and ways to prevent it from returning.
Sold in packages of 5.

☑ Item #: 141-24
Members: \$21.00
Non-Members: \$31.50
☑ Item #: E141-24
Members: \$4.95
Non-Members: \$12.95



Protect Your Family From Lead in Your Home

Helps inform your clients about the potential hazards of lead-based paint and other sources of lead contamination.
Sold in packages of 5.

☑ Item #: 141-40
Members: \$13.50
Non-Members: \$15.75
☑ Item #: E141-40
\$4.95



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Quantity pricing available



Available as a Digital Download



Available as a Print on Demand product

Legal Issues — Antitrust



Antitrust 101 for Real Estate Professionals — Download

Understand the ins and outs of antitrust laws and the severe penalties associated with violating these laws.

Item #: E135-112
Members: **\$19.95**
Non-Members: \$29.95



Antitrust Pocket Guide for REALTORS® and for Association and Board Leadership

These brochures offer information and examples on how antitrust impacts current real estate practices.
Sold in packages of 5.

Item #: 126-1093
 Item #: 126-1094
Members: **\$24.25**
Non-Members: \$34.95
 Item #: E126-1093
 Item #: E126-1094
Members: **\$6.95**
Non-Members: \$12.95

Legal Issues — Diversity and Fair Housing



Housing Point: The Fair Housing Act — Video Download

Understand the ins and outs of fair housing laws and the severe penalties associated with violating these laws.

Item #: E135-119
Members: **\$19.95**
Non-Members: \$29.95



Fair Housing Handbook — Fifth Edition

The ultimate resource for fair housing information. Provides suggested fair housing office procedures, background on regulations, equal service report forms, NAR/HUD partnership information and a self-assessment questionnaire.

Item #: 166-1084
Members: **\$29.95**
Non-Members: \$36.75
 Item #: E166-1084
Members: **FREE**
Non-Members: \$12.95



Fair Housing Sales and Rental: Pocket Guides

The information covered includes fair housing laws, the responsibilities of real estate professionals and checklists to ensure proper procedures.
Sold in packages of 5.

Item #: 166-153
 Item #: 166-81
Members: **\$20.95**
Non-Members: \$31.45
 Item #: E166-153
 Item #: E166-81
Members: **\$6.95**
Non-Members: \$12.95

Research



2017 NAR Profile of Home Buyers and Sellers — Download

As the #1 research report used by REALTORS®, this profile highlights characteristics of home buyers and homes purchased, preferred methods employed during the search, financing and more.

Item #: E186-45-17
Members: **\$19.95**
Non-Members: \$249.95



2017 Member Profile — Download

Who are REALTORS®? Economic, demographic, education, tenure, agency relationship and compensation of REALTORS® are broken down. Designed to allow easy comparisons with previous studies.

Item #: E186-12-17
Members: **\$14.95**
Non-Members: \$149.95



2017 NAR Home Buyer and Seller Generational Trends Report — Download

Provides insights into differences and similarities across generations of home buyers and home sellers.

Item #: E186-95-17
Members: **FREE**
Non-Members: **FREE**



2017 NAR Profile of Home Staging — Download

Find out how effective REALTORS® find home staging in this report.

Item #: E186-85-17
Members: **FREE**
Non-Members: **FREE**

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Sales and Marketing

	Before Hitting Send: Power Writing for Real Estate Agents Help make your emails and communications something clients and prospects can't resist.	Item #: 141-367 \$29.75
	Sales and Marketing 101 By using real-life examples and a friendly, easy-to-follow tone, this guide will improve your sales results by teaching you how to employ a complete, professional marketing strategy.	Item #: 141-240 \$41.65
	How To Become a Power Agent in Real Estate Gives real estate agents both the powerful sales techniques and the practical management tips they need to double their income by closing more transactions.	Item #: 141-375 \$24.95
	The Conversion Code Get the step-by-step system for capturing and converting online leads into closed sales at the highest rate possible.	Item #: 141-405 \$25.00
	Real Estate Advertising Made Easy A complete marketing tool with a mix and match format to ad writing sets you apart from the competition.	Item #: 141-121 \$29.95
	How to Make \$100,000+ Your First Year as a Real Estate Agent More than just an introduction to the ins and outs of the industry, it's a step-by-step guide to beginning your career, with insider advice on how to build a lucrative real estate practice.	Item #: 141-382 \$24.00
	The Road to Recognition Earn recognition by owning your brand and become an expert in your field.	☒ Item #: 141-408 \$24.95

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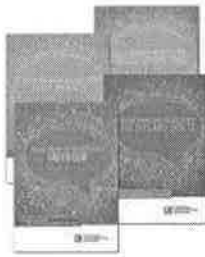


Check the online store often — we're continuously adding the newest products you need to stay on top of trends and changes in the industry. Also, remember to check out our sale section for FREE and discounted products and special offers.

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Sales and Marketing — Social Media



Social Media for REALTORS® — VIP 4 Pack

Completely updated, the VIP 4 Pack was created for REALTORS® by REALTORS®.

Includes all four booklets.

- Social Media for REALTORS®: 101+ Dos and Don'ts
- Social Media for REALTORS®: Your Website
- Social Media for REALTORS®: Digital Marketing
- Social Media for REALTORS®: Facebook

Item #: 135-71

Members: \$32.95

Non-Members: \$42.95

Item #: E135-71

Members: \$26.95

Non-Members: \$34.95



Social Media for REALTORS®: 101+ Dos and Don'ts

Easy-to-understand tool to help real estate professionals take their business to the next level with social media. Save time, money and effort by getting you started with key dos and don'ts.

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Item #: 135-66

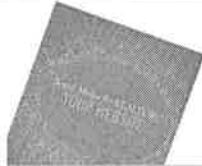
Members: \$29.95

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Members: \$9.95

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Social Media for REALTORS®: Your Website

Save time, money and effort with assistance on how to start and effectively promote your website.

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Item #: 135-67

Members: \$29.95

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Social Media for REALTORS®: Digital Marketing

Take inventory of current marketing activities and understand the hub and spoke concept, how to use social networking for marketing, how to measure online efforts and more.

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Members: \$31.95

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Item #: E135-69

Members: \$11.95

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Social Media for REALTORS®: Facebook

Shows step-by-step how to use Facebook to benefit your business and market like a pro.

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Members: \$31.95

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Item #: E135-68

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#GetSocialSmart

This product takes you through the nuts and bolts of what it takes to create a smart and sustainable social media strategy that will help you build better relationships with your clients, and generate new leads to help you grow your business.

Item #: 141-409

\$24.95



Socialnomics: How Social Media Transforms the Way We Live and Do Business

Find out the business implications of social media and tap its considerable power to increase sales, cut marketing costs and communicate directly with consumers.

Item #: 141-363

\$16.95



How to Reach Millennials Through Instagram and Snapchat Webinar — Download

Learn best practices for maximizing two of the fastest growing platforms; Snapchat and Instagram.

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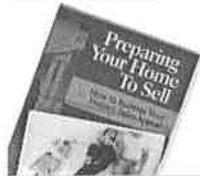
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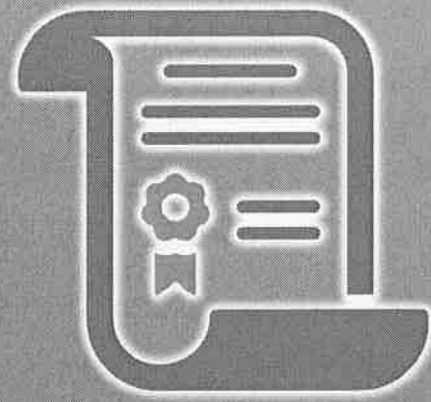


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The multicultural buyer market is rapidly growing — and changing. Give yourself a competitive edge by learning how to work effectively with and within this buyer market. The online course is approved for CE in most states. www.NAR.realtor/AHWD

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Foreign investment in U.S. real estate is taking place in all 50 U.S. states. The CIPS designation prepares you to assist in all aspects of international business, from attracting foreign investors to your local community to serving a multicultural buyer or helping local buyers invest abroad. www.NAR.realtor/Global

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Expand your real estate technology and social media skills by enrolling in NAR's e-PRO® Certification Program. Learn how to connect with consumers, manage your online reputation, and generate leads. www.ePRONAR.com

General Accredited Appraiser (GAA) Designation



Signifies advanced education and experience in commercial, industrial and residential property valuation. www.NAR.realtor/Appraisal

NAR's Green Designation (GREEN)



This designation will allow you to guide your clients towards making informed choices about the resource efficiency and performance of the homes they live in, sell and buy. Homeowners will gain the knowledge to make educated decisions about the value of green features in homes. www.GreenREsourceCouncil.org

Official REALTOR® Designations and Certifications (continued)

**Graduate, REALTOR®
Institute (GRI) Designation**



Stand out to prospective homebuyers and sellers as a REALTOR® who has gained in-depth knowledge on technical subjects, as well as the fundamentals of real estate.
www.NAR.realtor/GRI

**Military Relocation
Professional (MRP) Certification**



When military personnel and their families relocate, the services of a real estate professional who understands their needs and timetables makes the transfer easier, faster, and less stressful. NAR's Military Relocation Professional certification program teaches you about working with current and former military service members to find the housing solutions that best suit their needs and take full advantage of military benefits and support.
www.MilitaryRelocationPro.org

**Pricing Strategy Advisor
(PSA) Certification**



Enhance your skills in pricing properties, creating CMAs, working with appraisers and guiding clients through the anxieties and misperceptions they often have about home values with the Pricing Strategy Advisor certification.
www.PricingStrategyAdvisor.org

**Residential Accredited
Appraiser (RAA) Designation**



Signifies advanced education and experience in analysis and valuation of residential property.
www.REALTOR.org/Appraisal

**Resort & Second-Home
Property Specialist (RSPS)
Certification**



Every market is a second-home market (think rental and investment properties), not just obvious resort areas. Investment and vacation home sales have surged, and a Resort & Second-Home Property Specialist is the best resource for this demographic.
www.NAR.realtor/Resort

**Short Sales and Foreclosure
Resource (SFR®) Certification**



Designed for real estate professionals at all experience levels, this certification gives you a framework for understanding how to qualify sellers for short sales, develop a short-sale package, negotiate with lenders, tap into buyer demand and safeguard your commission.
www.REALTORSFR.org

**Seniors Real Estate Specialist®
(SRES®) Designation**



The wealthiest buyers and sellers in the country are over age 50. Understand their maturing motivations and build your business and resources as a Seniors Real Estate Specialist®.
www.seniorsrealestate.com

NAR Affiliate Designations and Certifications

Accredited Commercial Manager (ACoM)

(Institute of Real Estate Management)

Develop your specialized skills and learn new industry solutions and technologies as a commercial manager.
www.IREM.org

Accredited Land Consultant (ALC)

(REALTORS® Land Institute)

The designation of the most accomplished, trusted and skilled professionals in the business of land.
www.RLILand.com

Accredited Management Organization® (AMO®)

(Institute of Real Estate Management)

Recognizes excellence among real estate management firms.
www.IREM.org

Accredited Residential Manager® (ARM®)

(Institute of Real Estate Management)

The most recognized credential for residential real estate managers.
www.IREM.org

Certified Commercial Investment Member (CCIM)

(CCIM Institute)

Commercial investment real estate experts demonstrating unparalleled financial analysis skills.
www.CCIM.com

Certified Property Manager® (CPM®)

(Institute of Real Estate Management)

The premier real estate management credential for property and asset managers.
www.IREM.org

Certified Real Estate Brokerage Manager (CRB)

(Council of Real Estate Brokerage Managers)

"THE SOURCE" for real estate business management and leadership solutions.
www.CRB.com

Counselor of Real Estate (CRE)

(The Counselors of Real Estate)

The designation for only the most experienced and trusted advisors in real estate.
www.CRE.org

Performance Management Network (PMN)

(Women's Council of REALTORS®)

The REALTOR® designation that combines today's real-world skills with WCR's powerful nationwide referral network.
www.WCR.org

Real Estate Negotiation Expert (RENE)

(Real Estate Business Institute)

This certification is for real estate professionals who want to sharpen their skills and serve as advocates for their clients.
www.whatisrebi.com

Certified Residential Specialist (CRS)

(Residential Real Estate Council)

The premier designation for residential sales agents.
www.CRS.com

Seller Representative Specialist (SRS)

(Real Estate Business Institute)

This designation is designed to recognize REALTORS® who professionally and ethically represent sellers.
www.srsCouncil.com

Society of Industrial and Office REALTORS® (SIOR®)

The most knowledgeable, experienced and successful industrial and office specialists.
www.SIOR.com

2020 Constitution and Bylaws

of the

*** NATIONAL ASSOCIATION OF REALTORS®**

Incorporating Amendments and Interpretations
effective on or before November 11, 2019.

The Constitution and Bylaws were adopted at San Francisco, California, May 31, 1922. Since that adoption they have from time to time been revised; their last revision having been made at the Annual Convention in San Francisco, California on November 11, 2019.

* Formerly National Association of Real Estate Boards. Name change authorized at National Convention, Honolulu, Hawaii, November 15, 1972.

NATIONAL ASSOCIATION OF REALTORS®

430 North Michigan Avenue
Chicago, Illinois 60611-4087

REALTOR® is a registered collective membership mark which identifies real estate professionals who are members of the NATIONAL ASSOCIATION OF REALTORS® and subscribe to its strict Code of Ethics.

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CONSTITUTION

ARTICLE I

NAME

The name of the organization shall be NATIONAL ASSOCIATION OF REALTORS®.

ARTICLE II

OBJECTS

The objects of the National Association shall be:

SECTION 1. To provide a facility for education, research and exchange of information for those engaged in the recognized branches of the real estate business, including brokerage, management, mortgage financing, appraising, counseling, land development and building, and education and research in real estate, in the United States of America, its insular possessions and the Commonwealth of Puerto Rico, for the purpose of raising the standards of real estate practice and preserving the right of property ownership in the interest of the public welfare;

SECTION 2. To promote and maintain high standards of conduct in the transaction of the real estate business;

SECTION 3. To formulate and promulgate a Code of Ethics for the members of the National Association;

SECTION 4. To license its members the right to display the emblem seal of the National Association and the right to use the terms REALTOR®, REALTORS®, or REALTOR-ASSOCIATE® which terms are hereby defined as designating a person or persons engaged in the real estate business who is a Board Member of the NATIONAL ASSOCIATION OF REALTORS®.

SECTION 5. To inform the public of the advantages of transacting business with REALTORS®, and to encourage the use by Members of the term REALTOR® and the emblem seal.

ARTICLE III

MEMBERSHIP

SECTION 1.

(A) The Members of the National Association shall consist of eight classes: (1) Member Boards, (2) Board Members, (3) National Affiliate Members, (4) International Members, (5) Affiliated Institutes, Societies and Councils, (6) Distinguished Service Award Recipients, (7) Student, and (8) Academic.

(B) Member Boards shall consist of (1) local real estate boards or associations or Boards or Associations of REALTORS® (hereinafter referred to as local Boards), which shall include city, county, inter-county or inter-state Boards, and also (2) state associations as provided in Section 5 of this Article, all of the REALTOR® Members and REALTOR-ASSOCIATE® Members of which shall hold membership in the National Association through such local board, or state association, as the case may be.

(C) Board Members shall be either REALTOR®, REALTOR-ASSOCIATE®, or Institute Affiliate Members in good standing.

(1). REALTOR® Members shall be:

(a) principals of real estate firms, or individuals in position of management control on behalf of principals who are not physically present and engaged in the real estate business in connection with the firm's office or individuals employed by or affiliated as independent contractors with REALTOR® principals of real estate firms, and who are deemed qualified for REALTOR® membership by: (i) a local Board within the state in which the real estate firm is located; or (ii) a local Board within a state whose border is contiguous with that state; or (iii) if the real estate firm is located outside the jurisdiction of any local board, by the state association within whose territory the real estate firm is located having an effective membership agreement with the National Association as provided in Article XV, Section 2. Each sole proprietor, partner or corporate officer of the real estate firm who is actively engaged in the real estate business within the state where applying for membership or within the state in which the real estate firm is located shall be required to become a REALTOR® member if any other principal of such firm, partnership or corporation is a REALTOR® Member with those states, provided, however, in the case of a real estate firm, partnership or corporation whose business

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activity is substantially all commercial, each sole proprietor, partner, corporate officer actively engaged in the real estate business in connection with the same office or any other offices within the jurisdiction of the local board in which one of the firm's principals holds REALTOR® membership shall also be required to become a REALTOR®.

(b) corporate officers of a national real estate brokerage franchise organization with at least one hundred fifty (150) franchisees located within the United States, its insular possessions and the Commonwealth of Puerto Rico, the principal broker of not less than one hundred and fifty of which are REALTOR® Members of a Member Board of the National Association. Up to three (3) of the real estate brokerage franchise organization's corporate officers may hold REALTOR® Membership pursuant to this provision of the Constitution, provided however, that at least one of the three must be the Chief Executive Officer or Principal Operating Officer of the real estate brokerage franchise organization.

Each corporate officer making application to hold membership in the National Association pursuant to this provision of the Constitution shall designate for the National Association a local board located within the state in which the corporate officer's principal place of business is located which shall be considered that corporate officer's primary Board and the corporate officer shall pay dues, initiation and processing fees to that local Board in the same manner and in the same amount as are paid to that local Board by all other REALTOR® Members of that local Board. Upon approval of the corporate officer's application for membership by the Board of Directors of the National Association, the National Association shall notify the primary Board identified by the corporate officer of the name and address of the corporate officer to which the local Board shall direct statements for dues, initiation or other processing fees normally assessed to the local Board's REALTOR® Members and such other correspondence or information as the local board sends to its REALTOR® Members. Upon payment of initial dues and any applicable initiation and processing fees, the applicant shall be a member of that local Board, the state association within whose jurisdiction that local Board is located and the National Association.

(2). REALTOR-ASSOCIATE® Members shall be those independent contractors and salesmen who are affiliated with or employed by a REALTOR® Member or a firm, partnership, or corporation of

which any REALTOR® Member is a sole proprietor, partner or officer, who are actively engaged in the real estate business and who are deemed qualified for REALTOR-ASSOCIATE® membership by a local board within the state in which the independent contractor or salesman is actively engaged in the real estate business or within a state whose border is contiguous with that state, or if the real estate firm is located outside the jurisdiction of any local board, by the state association within whose territory the independent contractor or salesman is actively engaged in the real estate business having an effective membership agreement with the National Association as provided in Article XV, Section 2.

(3). Individuals who are employed by or affiliated as independent contractors with the REALTOR® principals of a real estate firm shall be eligible to be considered for primary membership as REALTORS® or REALTOR-ASSOCIATE®s only in those member boards in which a principal of the real estate firm or an individual in a position of management control on behalf of a principal who is not physically present and engaged in the real estate business in connection with the firm's real estate office holds REALTOR® membership.

(4). (a) Institute Affiliate members shall be individuals who hold a professional designation awarded by an Institute, Society or Council affiliated with the NATIONAL ASSOCIATION OF REALTORS® that addresses a specialty area other than residential brokerage or individuals who otherwise hold a class of membership in such Institute, Society or Council that confers the right to hold office. Any such individual, if otherwise eligible, may elect to hold REALTOR® or REALTOR-ASSOCIATE® membership, subject to payment of applicable dues for such membership.

(b) Local boards will establish the rights and privileges to be conferred on Institute Affiliate Members except that no Institute Affiliate Member may be granted the rights to use the term REALTOR®, REALTOR-ASSOCIATE, or the REALTOR® logo; to serve as President of the local board; or to be a Participant in the local board's multiple listing service.

(c) Institute Affiliate Member dues shall be as established in Article II of the National Association's Bylaws. Member Boards may not establish any additional entrance, initiation fees or dues for Institute Affiliate members, but may provide service packages to which Institute Affiliate members may voluntarily subscribe.

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(5). As used herein:

(a) the term "real estate business" shall include real estate brokerage, management, appraising, land development or building.

(b) the term "primary membership" shall refer to an individual's membership in a member board which includes that individual in its calculation of dues paid to the National Association as provided for in Article II, Section 1 of the National Association's Bylaws. The individual shall be a "primary member" of that member board.

(D) International Members shall be persons who are elected to membership under the provisions of Section 7 of this Article.

(E) Affiliated Institutes, Societies and Councils shall be those formed by the National Association pursuant to Article XIII, Section 1 of this Constitution

SECTION 2.

(A) Only one local board in any municipality shall be elected a Member Board of the National Association, except as provided in Sections 3 and 4 of this Article, or otherwise approved by the Board of Directors of the NATIONAL ASSOCIATION OF REALTORS®.

(B) A local board may accept for primary membership individuals whose principal place of business is situated within the territory of the state in which the local board's jurisdiction is located or any state contiguous to that state, provided however, that individuals who are employed by or affiliated as independent contractors with the REALTOR® principals of a real estate firm shall be eligible to be considered for primary membership as REALTORS® or REALTOR-ASSOCIATE®s only in those local boards in which a principal of the real estate firm or an individual in a position of management control on behalf of a principal who is not physically present and engaged in the real estate business in connection with the firm's real estate office holds REALTOR® membership. A local board may accept for secondary membership any REALTOR® or REALTOR-ASSOCIATE® who holds primary membership in another member board. An individual holding secondary membership in a local board is not required to hold secondary membership in the state association in which the local board holds membership.

SECTION 3. If territory is annexed by a municipality in which there is a local board which is a Member Board, such annexation shall not automatically enlarge the jurisdiction of such board if the enlargement would infringe upon the jurisdiction of another such local board; however, the Board of Directors may, in its discretion, provide for the retention or modification of the respective jurisdictions of such boards, in the absence of an agreement between them.

SECTION 4. The Board of Directors may, at its discretion, approve the establishment of Commercial Boards of REALTORS®. The rights and responsibilities of the Boards shall be set forth in this Constitution and the Bylaws of the National Association and in accordance with policies approved by the Board of Directors and as amended from time to time.

SECTION 5.

(A) State Associations having membership agreements with the National Association as provided in Article XV, Section 2, of this Constitution may be elected to membership in the National Association in order to integrate more closely the work of local, state and national bodies, to further the purposes contemplated by said Article, and to afford an opportunity for individuals engaged in the real estate business in areas within the state but outside the jurisdiction of a local board to become members of the National Association, subject to its standards, and to be represented therein.

(B) Such state associations shall be elected to membership only upon the following conditions:

(1). Only one state association shall be elected from a given state;

(2). Such state association so elected may accept for primary membership individuals whose principal place of business is situated in territory within the state which is not within the jurisdiction of any local board holding membership in both such state association and the National Association and for secondary membership any REALTOR® or REALTOR-ASSOCIATE® who holds primary membership in another state association or a local board whose jurisdiction is located in territory outside of the state;

(3). Such state association so electing individuals agrees to be responsible for the enforcement of the

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Code of Ethics of the National Association with respect to such individuals;

(4). Such state association shall have the same right to control the use of the terms REALTOR®, REALTORS®, and REALTOR-ASSOCIATE® in its territory as any local board has within its jurisdiction;

(5). Such state association electing individuals to membership agrees to pay dues for them in the same manner as a local board pays dues for its REALTOR® Members and REALTOR-ASSOCIATE® Members.

(6). Whenever the term "Member Board" is used in this Constitution and Bylaws, it shall be held to include state associations elected under the terms of this section.

(C) Any state association so elected shall be entitled to one vote as such and to an additional vote for each of its Board Members upon the same basis as local boards for their Board Members under the provisions of Article IX of this Constitution.

SECTION 6. All Member Boards must comply with the minimum service criteria established by the Board of Directors.

Any Member Board that fails to satisfy the minimum service criteria may, after due notice and opportunity for hearing, be expelled by the Board of Directors from membership in the National Association.

Each State Association shall enforce the minimum service criteria for local Boards and Associations within the state. Any State Association which fails to enforce the minimum service criteria may, after due notice and opportunity for hearing, be expelled by the Board of Directors from membership in the National Association.

SECTION 7.

(A) International Affiliate Organizations shall be organizations in the real estate field outside of the United States, its insular possessions, and the commonwealth of Puerto Rico, with which the National Association enters into International Affiliate Agreements that provide for exchange representation and other mutual benefits, and for the adoption and enforcement by the International Affiliate Organization of a Code of Ethics approved by the National Association.

(B) In any country where the National Association has entered into an International Affiliate Agreement with a real estate organization, only those persons engaged in the real estate business in that country who have obtained membership in such Organization shall be eligible for International REALTOR® Membership in the National Association. Such International REALTOR® members may be licensed to use the term REALTOR® and other marks, but may not vote or hold office in the National Association.

(C) Persons engaged in the real estate business in any country where the National Association has not entered into an International Affiliate Agreement with a real estate organization in said country, or persons who are not eligible for membership in an International Affiliate Organization in any country where the National Association has an agreement with such an organization, shall be eligible for International Subscriber membership in the National Association. Such International Subscriber members may neither be licensed to use the term REALTOR® or other marks, nor vote or hold office in the National Association.

SECTION 8. Individuals who have received the Distinguished Service Award shall be life members of the National Association and shall not pay National Convention registration fees.

SECTION 9. A REALTOR® Member who has held membership in the National Association as a REALTOR®, REALTOR-ASSOCIATE®, or both, for a cumulative period of forty (40) years and has completed at least one (1) year of service at the National Association level as an officer, director, committee member, federal political coordinator, President's liaison or regional coordinator to a country with which NAR has a reciprocal agreement, shall upon certification by the Board of Directors shall be designated "REALTOR® EMERITUS." An individual who has been affiliated with a firm comprised of REALTOR® members for forty (40) years or more, but who was ineligible for REALTOR® or REALTOR-ASSOCIATE® membership for any portion of that time on the basis of sex, national origin, marital status or other basis now prohibited by the Bylaws of the National Association shall be eligible for REALTOR® Emeritus status. For persons qualifying for REALTOR® Emeritus membership through 2019, the one (1) year of service requirement may also be met if a member has completed at least one (1) year of service at the local or state level.

SECTION 10. Individuals employed by the international, national or regional organizational headquarters of a corporation engaged in real estate activities or activities allied with real estate and who may be licensed or unlicensed may be elected to National Affiliate Membership in the National Association, provided the individual does not personally provide real estate services to persons or entities other than the employing company. National Affiliate Members shall have such privileges, duties, and rights of membership, and shall pay such dues as determined by the Board of Directors, but shall not be entitled to vote, hold office or use the terms REALTOR® or REALTOR-ASSOCIATE®.

SECTION 11. REALTOR® Members holding membership pursuant to Article III, Section 1(C)(1)(ii) of this Constitution shall be Board Members of the local Board designated by them pursuant to that section of the Constitution and of the state association within whose jurisdiction that local Board is located and shall enjoy all of the rights, privileges and obligations, including compliance with the Code of Ethics, of other REALTOR® Members of that state association and local Board except: obligations related to mandatory education, meeting attendance, or indoctrination classes or similar requirements; the right to use the term REALTOR® in connection with their franchise firm's name; and the right to hold elective office in the local Board or state association.

SECTION 12. Individuals who are enrolled as students in a post-secondary educational institution, have an interest in real estate issues, including brokerage, land use, finance, investment and property rights, are at least eighteen years of age and who do not hold a real estate or appraisal license or certification from any state shall be eligible for Student Membership in the National Association. Upon approval of their membership by the Board of Directors, Student Members shall have such privileges, duties, and rights of membership, and shall pay such dues as determined by the Board of Directors, but shall not be entitled to vote, hold office or use the terms REALTOR® or REALTOR-ASSOCIATE®.

SECTION 13. Individuals who are full or part-time faculty, post-doctoral researchers, or department heads currently employed by an accredited college or university and whose primary assignment is teaching courses and/or conducting research in real estate or an area related to the real estate business, and deans of colleges, universities or other post-secondary

academic institutions may be eligible for Academic Membership in the National Association. Upon approval of their membership by the Board of Directors, Academic members shall have such privileges, duties and rights of membership, and shall pay such dues as determined by the Board of Directors, but shall not be entitled to vote, hold office or use the terms REALTOR® or REALTOR-Associate®.

ARTICLE IV

BOARD OF DIRECTORS

SECTION 1. The government of the National Association shall be vested in a Board of Directors composed of the following ex officio Directors:

(A) The President, President-Elect, First Vice President and Treasurer of the National Association. Any person, having been duly elected as an officer of the National Association, and who, as a consequence thereof, is an ex officio member of the Board of Directors and/or the Executive Committee, shall continue to serve as a member of the Board of Directors and/or the Executive Committee for the balance of the then current elective year in the event the office to which they had been elected is eliminated.

(B) Up to twenty-four (24) members of the Executive Committee who are not already members of the Board of Directors selected by the incoming President provided that such member of the Executive Committee has not resigned a directorship, the term of which would have coincided in whole or in part with his term appointment to the Board of Directors;

(C) The Presidents of the Institutes, Societies and Councils of the National Association;

(D) The former Presidents of the National Association who continue to be affiliated with their respective local boards and active in the National Association;

(E) The former Treasurers of the National Association who continue to be affiliated with their respective local boards and active in the National Association;

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(F) The Presidents of state associations and of the Washington (D.C.) Association of REALTORS®, the Guam Board of REALTORS®, the Puerto Rico Association of REALTORS®, and the Virgin Islands Territorial Association of REALTORS®;

(G) The Presidents of the International Affiliate Organizations, or their designees, if so provided by reciprocal agreement;

(H) The Vice President of Association Affairs, the Vice President of Advocacy, and the REALTOR® Party Director, each appointed by the President, provided the appointee has not resigned a directorship the term of which would have coincided in whole or in part with his term as Vice President;

(I) The Regional Vice Presidents of the National Association;

(J) Four Association Executives consisting of two from local associations, one from a state association, and one from a regional multiple listing service, selected by the incoming President;

(K) Up to two (2) REALTORS® or REALTOR-ASSOCIATE®s who are members of a commercial overlay board selected by the incoming President;

(L) Up to three (3) REALTORS® or REALTOR-ASSOCIATE®s appointed by the incoming President to represent specialties within the real estate business;

(M) Up to ten (10) representatives of organizations not affiliated with the National Association selected by the President and approved by the Leadership Team, which shall include at least one (1) representative from the National Association of Real Estate Brokers, the National Association of Hispanic Real Estate Professionals, the Asian Real Estate Association of America, and a representative from the LGBT real estate community. Representatives may be selected and approved at any time during an elective year and shall serve for the balance of that elective year;

(N) Each Committee Liaison, provided such Committee Liaison has not resigned a directorship the term of which would have coincided in whole or in part with the term as a Committee Liaison;

(O) Recipients of the Distinguished Service Award who continue to be affiliated with their respective local board shall serve as Directors;

(P) Each local board within the fifty states, the District of Columbia, Guam, Puerto Rico or the Virgin Islands with a membership of 2000 or more shall be entitled to a number of Directors determined by dividing the membership of the local board by the number 2000 and rounding any resultant fraction to the next lower whole number. Each local board entitled to Directors pursuant to this subparagraph shall notify the National Association of the names of the REALTORS® and REALTOR-ASSOCIATE®s designated to serve as Directors during the next elective year prior to October 1st.

(Q) Each of the fifty states and the District of Columbia, Guam, Puerto Rico and the Virgin Islands ("state associations") shall be entitled to two Directors plus an additional number of Directors determined by subtracting the number 4000 from the membership within the state association, dividing any remainder greater than zero by the number 2000 and rounding any resultant fraction to the next lower whole number, provided, however, the number of additional Directors to which the state association is entitled shall be reduced by the number of Directors allocated to local boards within the same state association under subparagraph (P) hereof. In the case of a local board with assigned territorial jurisdictions within two or more state associations, the number of additional Directors to which a state association is entitled shall be reduced by a number equal to the number of Directors the local board would be entitled to under subparagraph (P) hereof based upon the number of primary members of the local board who also hold primary membership in the state association. Each state association entitled to Directors pursuant to this subparagraph shall notify the National Association of the names of the REALTORS® and REALTOR-ASSOCIATE®s designated to serve as Directors during the next elective year prior to October 1st.

(R) Each of the seventy-five (75) largest firms, partnerships or corporations in the real estate business and doing business within the geographic areas described in subparagraph 1(P) hereof shall designate one Director who must be a principal, partner or corporate officer or management team member from the firm, partnership or corporation and hold REALTOR® or REALTOR-ASSOCIATE® membership in a Member Board of the National Association. The largest real estate firms, partnerships, or corporations shall be identified by determining those with the greatest number of REALTORS® and REALTOR-ASSOCIATE®s employed by or affiliated with a principal, partner, corporate officer or branch office manager of the

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firm, partnership or corporation. In making the determination of the largest firms, partnerships or corporations, all real estate businesses operating under common control, regardless of their business structure, shall be considered a single firm, partnership or corporation.

(S) "Membership" as used in this Section shall mean in the records of the National Association the combined number of REALTOR® and REALTOR-ASSOCIATE® members holding primary membership in a Member Board within the geographic area as of the July 31st of the year of the election.

(T) All ex officio Directors shall serve terms of one year or until their successors are selected except those designated by the states pursuant to subparagraph (Q) hereof, who shall serve for terms of three years or until their successors are selected.

SECTION 2. In order to maintain a balance in the expiration of the terms of Directors under Article IV, Section 1(Q) hereof, the state association may designate one or more such Directors serve for terms of less than three years.

SECTION 3. One-third of the whole Board of Directors shall constitute a quorum.

SECTION 4. There shall be two regular meetings of the Board of Directors in each year at a time and place fixed by the Board of Directors. Special meetings may be called by the President or by twenty-five members of the Board of Directors representing at least five states or the District of Columbia, upon due notice in writing given to each Director. Directors may unite in a petition to call such meeting or individually address written requests to the National Association. Upon receipt of such petition or written requests from the required Directors, the President shall notify each Director, in writing, of such meeting, fixing the time and place thereof not less than ten nor more than thirty days from the date of said notice.

SECTION 5. Any Director, except the former Presidents of the National Association, who shall be absent from two consecutive regular meetings of the Board of Directors shall automatically forfeit his office unless the Board of Directors, upon receipt of a written explanation for such absence satisfactory to it, shall waive this provision.

SECTION 6. The Board of Directors and the Officers shall from time to time seek the opinions and advice of Member Boards on matters of national import in such manner as may be convenient and shall consider such information in their deliberations.

ARTICLE V

EXECUTIVE COMMITTEE

SECTION 1.

(A) There shall be an Executive Committee consisting of the President; the President-Elect; the First Vice President; the Treasurer; the Regional Vice Presidents; the immediate Past President; the Past President twice-removed; the Vice President of Association Affairs; the Vice President of Advocacy; and the REALTOR® Party Director; four other Past Presidents; twelve members who have not served as President; two members from the Large Residential Firms Advisory Group; one Member Board Executive Officer; and one appointee of each of the Institutes, Societies and Councils of the National Association.

(B) The President shall appoint, each year, two Past Presidents to serve two year terms, to succeed those whose terms expire.

(C) At the meeting of the Board of Directors during the National Convention, the President-elect shall submit to the Board of Directors six nominees, at least four of whom are Directors, one of whom may be a member who has previously served as a Director, and one of whom may be a member who has not previously served as a Director, to serve as members of the Executive Committee. The Board of Directors shall elect members of the Executive Committee from such nominations. Directors shall be elected to the Executive Committee for terms of two years to commence on the day following the official closing of the National Convention at which they are elected, six being elected each year to succeed the Directors whose terms expire. Directors so elected shall continue in office until their successors are elected and qualified. If a vacancy occurs before expiration of a term, the President shall submit to the Board of Directors the nomination of a Director to fill the unexpired term.

(D) The President shall appoint, each year, a member from the Large Residential Firms Advisory Group established by the Board of Directors to serve a two

year term, to succeed the member whose term is expiring.

(E) The President shall appoint, each year, a Member Board Executive Officer to serve a one year term, to succeed the one whose term expires.

(F) Each Institute, Society and Council shall designate one of its members in good standing, who is not an employee, to serve a two year term, to succeed those whose terms expire.

SECTION 2. The Executive Committee shall conduct the affairs of the National Association in accordance with the policies and instruction of the Board of Directors. The Executive Committee shall meet on the call of the President, the Board of Directors or any eleven of its members. The President shall act as Chairman of the Executive Committee. Seventeen members shall constitute a quorum.

SECTION 3. A Member who has served as a member of the Executive Committee for terms aggregating twenty (20) years shall be a member of the Executive Committee for life unless sooner terminated by resignation from the Committee or the National Association.

ARTICLE VI

ADVISORY GROUP

SECTION 1. There shall be an Advisory Group composed of all former Presidents of the National Association who continue to be affiliated with their local boards.

SECTION 2. The Advisory Group shall act in an advisory capacity to the Officers and Directors of the National Association.

SECTION 3. The Chairman shall be the second immediate Past President who is able to serve.

ARTICLE VII

OFFICERS, ELECTIVE AND APPOINTIVE - POWERS AND DUTIES

SECTION 1. The elective Officers of the National Association shall be a President, a President-Elect, a First Vice President, a Vice President from each of the Regions created by the Board of Directors, and a Treasurer, all of whom shall serve for one year, with the exception of the Treasurer who shall serve for two years, or until their successors are elected and assume office. The President and the Treasurer shall not be eligible for a second or subsequent election, however a past Treasurer may fill a vacancy in the office of the Treasurer and serve until the next annual election.

SECTION 2.

(A) The President shall be the chief elected officer of the National Association and shall preside at its meetings and those of the Board of Directors and Executive Committee, between the sessions of which he shall represent the Association and act in its name, subject only to its declared policies. He shall appoint all committees unless otherwise directed by the Board of Directors, shall be an ex officio member of all committees, and shall perform all other duties usual to such office.

(B) The President-Elect shall perform the duties of the President in the event of his absence or disability and shall have such other powers and duties as may be prescribed by the Board of Directors, the Executive Committee or the President. The President-Elect shall succeed to the office of the President. If the office of the President should become vacant between elections, the President-Elect shall fill the vacancy and complete the unexpired term. The office of President-elect shall remain vacant for the remainder of that unexpired term. The President-Elect who fills a vacancy in the office of the President shall automatically become President for a full term after completion of the unexpired term.

(C) The First Vice President shall have such powers and duties as may be prescribed by the Board of Directors, the Executive Committee or the President. If the office of President-Elect shall become vacant between elections other than as a result of the President-elect filling a vacancy in the office of President, the First Vice President shall fill the vacancy in the office of President-elect and complete the unexpired term. The First Vice President who

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fills a vacancy in the office of President-Elect shall automatically become President for a full term after completion of the unexpired term.

(D) In the event of the death or disability of the President and the inability or incapacity of the President-Elect to succeed to such office pursuant to this section, the office of President shall be filled until the next National Convention by a person appointed by the Executive Committee.

SECTION 3.

(A) The Regional Vice Presidents shall oversee the work of the National Association in their respective Regions and act as the representative of the President in such matters as may be assigned to them.

(B) In case of a vacancy in the office of any Regional Vice President, it shall be filled by appointment by the President and confirmation by the Board of Directors for the unexpired term. Such appointee shall be from the Region in which the vacancy occurs.

(C) Vacancies not otherwise provided among the Officers or in the Board of Directors shall be filled by the Board of Directors until the next annual election.

SECTION 4. The Treasurer shall oversee the administration of the financial affairs of the National Association and shall serve as the Chair of the Finance Committee. The Treasurer shall present the National Association's annual budget to the Board of Directors for its approval and shall provide periodic reports to the Board of Directors on the financial condition of the National Association.

The Treasurer, or the Comptroller when so designated by the Treasurer, shall be the custodian of the funds and securities, and the collecting and disbursing officer of the National Association subject to the policies established by the Board of Directors. The Comptroller shall deposit the funds and securities in such depositories and in such manner as the Board of Directors may designate and direct.

SECTION 5. The Secretary shall keep the records and seal of the National Association and performs such other duties as are customary to the office, including acting as Secretary for the Board of Directors and Executive Committee.

SECTION 6. The Board of Directors shall retain a General Counsel who shall perform the duties usual to such office.

SECTION 7. The Chief Executive Officer shall designate a member of the staff who, subject to the approval of the Executive Committee, shall serve as Comptroller and who shall be a Certified Public Accountant and conduct such functions as are usual to the business.

The National Association shall secure a bond in a surety company qualified to do business in the State of Illinois or an insurance policy in such amounts as shall be prescribed by the Board of Directors, covering the activities of the Treasurer and Comptroller in administering the financial operations of the National Association.

SECTION 8. There shall be a Chief Executive Officer who shall be appointed by the Leadership Team. The Chief Executive Officer shall be subject to the President and shall serve as the head of the staff, charged with its selection subject to the approval of the Executive Committee. The Chief Executive Officer shall have supervision of the entire staff and shall perform such other duties as may be delegated to him by the Board of Directors, the Executive Committee or the President, and all other duties usual to such office.

SECTION 9. The Chief Executive Officer shall serve as Secretary of the Association, ex officio.

SECTION 10. The Board of Directors may appoint an Administrative Secretary to perform the duties usual to that office and such other duties as may be assigned to him by the Board of Directors, the Executive Committee, the President, or the Chief Executive Officer.

SECTION 11. Any Administrative Secretary may be elected Assistant Secretary by the Board of Directors.

ARTICLE VIII

FINANCE AND PROFESSIONAL STANDARDS COMMITTEES - ANNUAL AUDIT - APPOINTMENT OF OTHER COMMITTEES

SECTION 1. There will be a Finance Committee consisting of the Treasurer who will serve as the Chair; a Vice Chair who will serve a one-year term;

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the Immediate Past Treasurer who will serve a two-year term; the Vice-Chair of the Reserves Investment Advisory Board who will serve a one-year term; a State Executive Officer and a Local Board Executive Officer appointed by the President who will serve for two-year staggered terms; a YPN representative who will serve a three-year term, twelve at-large members divided equally to serve for three-year staggered terms and who have all served as Directors and at least eight of whom were Directors when appointed.

At the meeting of the Board of Directors during the National Convention, the President-elect shall submit to the Board of Directors four or more nominees, to serve on the Finance Committee. A Finance Committee member who is absent from two consecutive meetings of the Finance Committee shall automatically forfeit the position, and the position may be deemed vacant at the discretion of the President. If a vacancy occurs before the expiration of a term, the President shall submit to the Board of Directors the nomination to fill the unexpired term. The Finance Committee shall prepare the annual budget for the ensuing fiscal year and submit it to the Executive Committee and Board of Directors for its approval or modifications.

SECTION 2. The accounts of the National Association shall be audited annually as of the close of the fiscal year by a Certified Public Account designated by the Board of Directors. There shall be such interim and preaudit reviews and analyses of the accounts as may be directed by the Board of Directors or the Executive Committee.

SECTION 3. There shall be a Professional Standards Committee. It shall be the duty of this Committee to interpret the Code of Ethics, to consider and recommend appropriate action on inquiries of Member Boards and Board Members concerning enforcement thereof, and to recommend amendments thereto as it deems necessary or advisable.

SECTION 4.

(A) There shall be an Institute Advisory Committee, which shall consist of the President, President-Elect and Executive Vice President of each Institute, Society or Council and the President, President-Elect, First Vice President and Chief Executive Officer of the National Association. A member of the National Association's Leadership Team appointed by the President shall serve as the Chairman and be an ex-officio member of the Committee during the term as Chairman. The Executive Vice Presidents and the

Chief Executive Officer of the National Association shall serve without a vote.

(B) The Committee shall consider matters relating to the conduct of the Institutes, Societies and Councils, their relationship with one another and with the National Association and shall report to only the Executive Committee.

SECTION 5. There shall be a Distinguished Service Award Selection Council consisting of nine members, the members of which shall have been recipients of the Distinguished Service Award. Each year the Council shall, in consultation with the President, select eligible members to fill the positions of the Council members whose terms are expiring and to fill any vacancies. At the first meeting of the Council following the Annual Convention the Council shall elect a Chair and Vice Chair for the Council. No member shall serve for more than two consecutive three-year terms.

The Council shall determine the recipients in accordance with such guidelines as the Council shall recommend and the Executive Committee shall approve; and report its selection, if any, to the Board of Directors. The Award shall be presented at the Annual meeting of the Association. The Distinguished Service Award shall not be awarded posthumously, shall not be awarded to Past Presidents of the Association and shall not be awarded to more than two recipients in each elective year.

SECTION 6. There shall be a Leadership Team consisting of the President; President-Elect; First Vice President; Treasurer; Immediate Past President; Vice President of Association Affairs; Vice President of Advocacy; and Chief Executive Officer.

Voting members of the Leadership Team shall be the President; President-Elect; First Vice President; Treasurer; Immediate Past President; and the Vice President of Association Affairs and the Vice President of Advocacy. In the event of a tie vote, the President shall determine the position to be taken with respect to the particular issue.

Except as to actions specifically stated in the Constitution or Bylaws or by law to require approval of or to be taken by the Board of Directors or Executive Committee, the Leadership Team shall have the authority to act on behalf of the Board of Directors and Executive Committee to make policy

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and operational decisions for the Association between meetings of the Executive Committee and Board of Directors. The Leadership Team shall report its actions, as appropriate, to the Executive Committee and Board of Directors.

The Leadership Team shall have the authority to form a Search Committee for the purpose of searching for candidates to fulfill the position of Chief Executive Officer and to recommend any such candidates for the Leadership Team's approval.

The Leadership Team shall meet upon the call of the President or four of the voting members, stating the time and place of the meeting. A majority of the voting members of the Leadership Team, one of whom must be the President, shall constitute a quorum.

The Leadership Team may take any action which it could take at a meeting of the Leadership Team without a meeting if a consent in writing, setting forth the action so taken, is signed by all the voting members of the Leadership Team. Members of the Leadership Team may participate in any meeting through the use of a conference telephone or similar communications equipment by means of which all persons participating in the meeting can hear each other. Such participation in a meeting shall constitute presence in person at the meeting.

SECTION 7. There shall be such other committees as may be designated by the Board of Directors, Executive Committee, or the Leadership Team, the members of which shall be appointed by the President unless otherwise directed by the Board of Directors, Executive Committee, or the Leadership Team.

ARTICLE IX

NATIONAL CONVENTION - DELEGATES AND VOTING

SECTION 1. A National Convention shall be held annually at such time and place as may be fixed by the Board of Directors. The annual meeting of the members shall be held at the National Convention. Board Members present at any meeting of the National Association shall be delegates, entitled to participate fully in all discussions and deliberations.

SECTION 2. Voting shall be by Member Boards. The chief elected officer of a Member Board in good standing or his duly accredited alternate, who shall be a Board Member of the same Board, and he shall be entitled to as many votes as his Board has REALTOR® or REALTOR-ASSOCIATE® Members who hold primary membership in the Member Board, all of whom must be in good standing according to the records of the National Association. Voting by proxy or division of the vote of a Member Board shall not be permitted.

SECTION 3. Written notice to certify delegates to the National Convention shall be given by the National Association to each Member Board at least 30 days before the convention. Member boards shall provide to the National Association written certification of the Member Board's delegate and/or alternate in such form, including electronic, as may be approved by the National Association no later than six business hours prior to the meeting of the Delegate Body.

SECTION 4. Wherever notice of meetings or of the subjects to be considered at meetings is required or authorized by this Constitution, publication of such notice in an official publication which is mailed to all members of the National Association within the required time limits, shall be deemed to be good and sufficient notice.

SECTION 5. Directors shall assume office on the day following the official closing of the Annual Convention and shall serve until their successors are selected and assume office.

SECTION 6. Chief elected officers of Member Boards or their accredited alternates present at the National Convention may make recommendations to the Board of Directors as to the general policies of the National Association and as to the actions to be taken upon specific questions.

SECTION 7. Chief elected officers of Member Boards or their accredited alternates from 100 Member Boards shall constitute a quorum.

SECTION 8. Chief elected officers of Member Boards or their accredited alternates shall meet at the National Convention and may meet at the Midyear Meeting when called to do so in accordance with Article XII, Section 2 of this Constitution.

ARTICLE X

ELECTIONS

SECTION 1. The annual election of officers shall be the first order of business at the Midyear meeting of the Board of Directors. Any election of the officers in which there is more than one candidate for the office shall be conducted by secret ballot. The candidate receiving the majority of votes cast for a particular office shall be declared the winner. In the event that no candidate on the ballot for a particular office receives a majority vote, the two candidates receiving the greatest number of votes cast shall remain on the ballot and a run-off election shall be held as between those two candidates. The candidate receiving the majority of votes cast in the run-off election shall be declared the winner. When an election is conducted by secret ballot, the vote count shall be reported to the Board of Directors. Thereafter the disposition of the ballots shall be in accordance with the policies established by the Board of Directors.

SECTION 2. There shall be an elections committee to establish the campaign and election procedures for the National Association, which shall be submitted to the Board of Directors for its approval or modification, and the elections committee shall consist of the following members:

- (A) The Past President twice removed of the National Association or his or her most recent predecessor who is able and willing to serve;
- (B) Two Past Presidents selected in accordance with the formula determined by the Past President's Advisory Committee;
- (C) One person appointed by the President of the National Association from each Region created pursuant to Article XIV, provided such person is not an announced candidate, has not served on the elections committee during both of the two years preceding the year of appointment, and has served either as a Regional Vice President during the preceding five years or as a Director of the National Association during at least two of the preceding five years.
- (D) The Immediate Past President of the National Association shall serve as an ex officio member of the elections committee.

(E) The Chairman shall be the Past President twice removed and if he or she is unable to serve, his or her most recent and available predecessor shall serve in his or her stead except that in no case shall a Past President serve as Chairman for two successive years.

(F) The President shall be advised by the Regions concerning those persons to be appointed by him or her to the elections committee from the Region. Members appointed to the elections committee shall serve two-year staggered terms, with members from even numbered regions being appointed in even numbered years and members from odd numbered regions being appointed in odd numbered years. The procedure by which the Regions shall advise the President shall be determined by the Region.

(G) Members of the elections committee may not publicly endorse any candidate. A member of the Leadership Team may not publicly endorse any candidate, other than him or herself, during his or her term.

(H) The elections committee shall meet at the Annual Convention or at a special meeting of the elections committee called for the purpose of organizing itself, establishing its procedures, and conducting its business. The elections committee may hold, on its own motion, such meetings as it may deem necessary to complete its slate of eligible candidates pursuant to the schedule set forth in the campaign and election process manual.

SECTION 3.

(A) There shall be a work group comprised of the Chair of the elections committee, the Immediate Past President of the National Association and three regional representatives from the elections committee selected in random rotation.

(B) The work group may hold such meetings as it deems necessary to complete its work pursuant to the schedule set forth in the campaign and election process manual.

(C)
(1). The candidate's legal audit shall be conducted by, and the criminal background reports shall be obtained by, the General Counsel of the National Association who shall prepare an evaluation for submission to the work group identifying issues from those reports based upon the guidelines established by the Board of Directors. Issues disclosed by the financial, legal and criminal background reports noted in the evaluation will first be reported to the

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candidate who will be given an opportunity to correct any inaccurate information in accordance with the campaign and election process manual.

(2). The work group shall review the application and the evaluation of the financial audit, legal audit and criminal background check for each candidate for President-elect, First Vice President, Treasurer and Regional Vice President. Any issues arising from this review that are deemed significant by the work group will be reported to the elections committee. If deemed appropriate by the elections committee, those issues may also be disclosed to the Board of Directors if the member stands for election.

SECTION 4.

(A) All Persons who have received their state association's endorsement to be candidates for the National Association offices of President-Elect, First Vice President, and Treasurer may file an application with the elections committee in accordance with the campaign and election process manual.

(B) No member may accept and no Region, State or Local Association, Board Member or real estate business owned in whole or in part by a Board Member may provide financial support and/or an official endorsement of any member to be a candidate for the office of National Association President-Elect, First Vice President or Treasurer dates(s) identified in the campaign and election process manual.

(C)

(1). The application form must include the member's authorization to obtain financial, legal and criminal background reports for use in connection with the audit and election process. The Chairman of the elections committee shall report to the Board of Directors at the midyear meeting of the National Association following the filing of these applications the names of all persons who have filed an application and the office for which they seek to be a candidate.

(2). The elections committee shall review the qualifications of all candidates who have filed applications to determine their eligibility to serve as an officer of the National Association. This review shall include consideration of any issues raised by the work group, and the receipt of the candidate's home state endorsement and any other endorsements the candidate may elect to submit on behalf of him or herself from Regions, State and Local Associations and National Directors. Each endorsement received by the elections committee must be signed and dated by an elected officer holding office in the year the

elections committee meets to review the qualifications of the endorsed candidate.

(3). The elections committee's review of the qualifications of all candidates for the offices of the National Association shall be completed prior to the next meeting of the Board of Directors at the annual meeting of the National Association. Notice of the eligible candidates for the offices of President-Elect, First Vice President and Treasurer shall be provided to the membership of the National Association on the date identified in the campaign and election process manual.

(4). All sitting NAR officers shall be required to complete and submit a quarterly report to the work group verifying that the officer continues to meet the required criteria for holding NAR office, as established by the elections committee.

ARTICLE XI

FISCAL AND ELECTIVE YEAR

SECTION 1. The fiscal year of the National Association shall be from January 1 to December 31, inclusive.

SECTION 2. The elective year of the National Association shall begin the day following the official closing of the Annual Convention and end the last day of the Annual Convention.

ARTICLE XII

MIDYEAR MEETING AND SPECIAL MEETINGS

SECTION 1. The Board of Directors or the President, upon thirty days' notice may issue a call for delegates of Member Boards who are qualified to vote individually to meet at the Midyear Meeting.

SECTION 2. Special meetings of the National Association shall be called by the Board of Directors or by the President upon petition by at least twenty percent of its Member Boards or upon petition signed by the number of Member Boards who are qualified to vote individually representing at least twenty percent of the total REALTOR® and REALTOR-ASSOCIATE® Members.

ARTICLE XIII

**INSTITUTES, SOCIETIES AND
COUNCILS**

SECTION 1.

(A) For the purpose of affording those affiliated with Member Boards a greater opportunity for cooperation and discussion of administrative and business problems of the particular phases of the real estate business in which they are individually interested, the Board of Directors may establish Institutes, Societies or Councils of the National Association.

(B) No Institute, Society or Council shall be established or maintained which has less than one hundred Members.

SECTION 2.

(A) Institutes, Societies and Councils shall represent major fields of activity, or administrative and business problems in the real estate business. Institutes, Societies and Councils may, with the approval of the Board of Directors, adopt and amend corporate charters, adopt and amend Bylaws, elect governing bodies and officers, prescribe qualifications for membership, and establish and collect dues which shall be segregated in the books of account for their own use.

(B) Councils created for the consideration of administrative and business problems may elect a Chairman and appoint committees but may not levy dues or establish special membership requirements without the expressed approval of the Board of Directors of the National Association.

SECTION 3. Meetings of the Institutes, Societies and Councils may, subject to the policies of the Convention Meetings Committee of the National Association, be held either independent of or in conjunction with the two annual business meetings of the National Association. The decision of each Institute, Society or Council to meet independently of the National Association, once reported to the National Association, shall not be alterable by the Institute, Society or Council. The Executive Vice President and President of each Institute, Society and Council or his/her designated representative shall attend the two annual business meetings of the National Association.

SECTION 4. Subject to the provisions of Article XX hereof, any action by the Institutes, Societies or Councils shall be subject to the approval of the Board of Directors. The Constitution, Articles of Incorporation and Bylaws of the Institutes, Societies and Councils shall specifically make appropriate provisions for such approval.

SECTION 5.

(A) Attendance at any or all meetings of the Institutes, Societies or Councils shall be open to all members of the National Association, provided that the privilege of such attendance at such meetings held in conjunction with the National Convention shall be subject to the payment of the National Convention registration fee.

(B) If Institutes, Societies or Councils have established dues as provided in their Bylaws, only members of such Institutes, Societies or Councils shall be entitled to participate in their discussions, vote and receive without added cost their publications or other services.

SECTION 6. Members of the Institutes, Societies or Councils who hold a professional designation awarded by the Institute, Society or Council or who hold a class of membership that confers the right to hold office shall hold REALTOR®, REALTOR-ASSOCIATE® or Institute Affiliate Membership in Member Boards of the NATIONAL ASSOCIATION OF REALTORS®, provided, however, that persons who are currently employed in an executive, administrative or management capacity by a Member Board of the National Association, by a multiple listing service that is wholly-owned by one or more Member Boards, or by an Institute, Society or Council of the National Association, shall be eligible to earn, be awarded and maintain a professional designation offered by an Institute, Society or Council and provided further that persons engaged in the real estate business outside of the United States, its insular possessions and the Commonwealth of Puerto Rico shall not be obligated to maintain any form of membership in the NATIONAL ASSOCIATION OF REALTORS® as a precondition to membership in any Institute, Society or Council.

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ARTICLE XIV

REGIONS

SECTION 1. The Board of Directors may create regions in the United States, and may conduct Regional meetings and conferences in such regions.

ARTICLE XV

STATE ASSOCIATIONS: MEMBERSHIP AGREEMENT

SECTION 1. The National Association may enter into a membership agreement with a state association which shall provide that all of the Member Boards in such state must be and continue to be, as a condition of continued membership in the National Association, Members of the state association. The Board of Directors shall consider such membership agreement only when and if requested by a state association, and a thirty-day written notice of such application shall be sent to all members of the Board of Directors preceding the meeting at which it will be considered. An application for such membership agreement may be granted by the National Association provided that the state association complies with the following standards and conditions:

(A) Such associations shall be organized with local boards as its constituent members, except that it may have individuals as Members in any area where there is no Member Board;

(B) Such association shall adopt the Code of Ethics of the National Association and agree to aid in its enforcement.

(C) Such association shall adopt as minimum requirements for election to membership of any local board or any individual the minimum requirements established by the National Association from time to time;

(D) Such association shall agree that after a specified date all of its Member Boards and Individual Members, as a condition of continued membership, shall hold membership in the National Association;

(E) The application of any such association for a membership agreement shall be endorsed by a number of Member Boards of the National

Association in such state representing sixty-six and two-thirds percent of the REALTOR® Members therein;

(F) A state association having a membership agreement with the National Association may terminate such agreement by vote of a number of Member Boards of the National Association in such state representing sixty-six and two-thirds percent of the REALTOR® Members of such association.

SECTION 2. When the National Association shall have entered into a membership agreement with any state association complying with the provisions of this Article, any local board or individual holding primary membership in a local board within the territory of such association shall not be elected to membership in the National Association unless such board or individual shall be a member of such state association, and Member Boards of the National Association within the territory of such state association shall, as a condition of continued membership in the National Association, maintain membership in such state association; provided, however, that the National Association shall reserve the right of review on the application of any local board refused membership in a state association and of retaining as a Member Board in the National Association any local board which resigns from a state association or which is expelled from such association for any cause other than the nonpayment of dues on a parity with other Member Boards in such state; and provided further, that any state association may, upon so notifying the National Association, also reserve the right of review on the application of any local board refused membership in the National Association and of retaining as a Member Board in such state association any local board which resigns from, or is expelled from, the National Association for any cause other than the nonpayment of dues to the National Association on a parity with other Member Boards.

ARTICLE XVI

GIFTS AND BEQUESTS

SECTION 1. The National Association may accept gifts and bequests which shall be administered by the Board of Directors and which shall constitute an endowment; the income derived from investment of such gifts and bequests shall be used to promote the objects of the National Association. The

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National Association also may accept gifts and bequests for specific purposes, provided such purposes shall have the approval of the Board of Directors, in which case such gifts or bequests shall be used only for the purposes and in the manner specified by the donor.

ARTICLE XVII

NATIONAL ASSOCIATION HEADQUARTERS

SECTION 1. The National Association shall maintain headquarters at Chicago, Illinois, or at such other place or places as may be designated from time to time by the Board of Directors.

SECTION 2. The legal headquarters of the National Association shall be maintained in Chicago, Illinois, the state of incorporation.

ARTICLE XVIII

BYLAWS

SECTION 1. Bylaws may be adopted or amended at any meeting by two-thirds of the Directors present at such meeting, provided that a quorum is present at such meeting, and provided that the substance of the proposed amendments shall have been submitted to the Member Boards at least 30 days in advance of their adoption.

ARTICLE XIX

AMENDMENTS

SECTION 1. This Constitution may be amended by two-thirds of the number of votes cast by the delegates at the National Convention, provided the proposed amendment shall first have been submitted in writing to and been reported upon by the Board of Directors, and provided further, that written notice of the substance of the proposed change has been sent to each Member Board who is qualified to vote individually at least 30 days prior to the meeting at which the amendment is to be considered. The notice may be sent by first-class mail, electronic

communication, including e-mail, or any other means permitted by law that has been approved by the Board of Directors for sending such notices.

SECTION 2. The Code of Ethics may be amended by two-thirds of the number of votes cast by the delegates at the National Convention; provided the proposed amendment shall first have been submitted in writing and have been reported upon by the Board of Directors, and provided further, that written notice of the substance of the amendment has been sent to each Member Board who is qualified to vote individually at least 30 days prior to the National Convention at which the amendment is to be considered. The notice may be sent by first-class mail, electronic communication, including e-mail, or any other means permitted by law that has been approved by the Board of Directors for sending such notices.

ARTICLE XX

INSTITUTES, SOCIETIES AND COUNCILS, NATIONAL ASSOCIATION OF REALTORS® RIGHTS AND RESPONSIBILITIES

SECTION 1. The following rights and responsibilities are reserved to each of the Institutes, Societies and Councils respectively:

(A) The establishment of qualifications and the establishment and administration of procedures, for admission to candidacy and membership and the awarding of professional designations of the Institute, Society and Council to persons who are members of, or affiliated with, the National Association;

(B) The establishment of membership dues in the Institute, Society or Council and all other fees charged members and candidates for membership and others accredited, or seeking accreditation, by the Institute, Society or Council;

(C) The selection, supervision of and the determination of compensation and duties for all staff and other personnel of each Institute, Society or Council;

(D) The establishment of a Code of Ethics and Standards of Professional Practice for the Institute, Society or Council which are not inconsistent with the Code of Ethics of the National Association as from time to time amended; provided, however, that in order for its members to be eligible for Institute

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Affiliate Membership pursuant to Article III, such Institute, Society or Council must adopt and enforce the National Association's Code of Ethics or a code of ethics approved by the National Association that addresses the specialty area of that Institute, Society or Council, which code of ethics must apply to all persons who have been awarded a professional designation and those who hold classes of membership that confer the right to vote or hold office;

(E) The establishment and administration of appropriate procedures for the enforcement by each Institute, Society or Council of its Code of Ethics and Standards of Professional Practice;

(F) The determination of the qualification for, enrollment in, fees for, and the content, scheduling, administration, organization and operation of, all Institute, Society or Council education programs, curricula, courses, and seminars dealing with or relating to the phase of the real estate business with which the Institute, Society or Council is concerned;

(G) The preparation, publication, distribution and pricing of Institute, Society or Council educational material dealing with or relating to the phase of the real estate business and other matters with which the Institute, Society or Council is concerned, including the determination of content, viewpoint, and sources;

(H) The establishment, alteration and dissolution of local chapters of each Institute, Society or Council and the control over each such chapter's composition, powers and duties;

(I) Those other items, matters and activities as necessary to carry out those rights and responsibilities reserved to Institutes, Societies and Councils by this Article XX and which are not otherwise inconsistent with this Constitution.

SECTION 2. The National Association shall have the following rights and responsibilities:

(A) Primary responsibility to administer, coordinate, report on and deal with both legislative and executive branches of agencies of federal, state or local governments, including independent regulatory agencies and including, but not limited to, the duty to maintain a Washington office for the purpose of reporting to the membership of the National Association and the Institutes, Societies and Councils all matters concerning the activities or proposed activities of the executive and legislative branches and agencies of the Federal government that relate to

real estate. The Committee structure shall provide the opportunity for the Institutes, Societies and Councils to have input into the decision-making process;

While the National Association has primary responsibility for the various matters enumerated above, it shall encourage the Institutes, Societies and Councils to assume a participatory role with respect to each of such activities.

The Institutes, Societies and Councils shall be permitted to engage in such activities with respect to issues in which the National Association is not involved or is inactive, so long as no positions are taken which conflict with positions of the National Association and provided further that the National Association shall have prior notice of all such activities undertaken by any Institute, Society or Council.

In the event that an Institute, Society or Council adopts a policy on any legislative or regulatory matter that is in conflict with the policy of the National Association, both organizations shall make every reasonable attempt to resolve their differences. If, after all reasonable attempts to resolve such differences have been exhausted and the organizations are unable to resolve the conflict in policy positions, each organization shall be free to take whatever actions it deems necessary to advocate its policy.

(B) General responsibility to plan the National conventions and meetings including, but not limited to, the responsibility for coordinating the meeting schedules of the National Association and the Institutes, Societies and Councils so as to minimize scheduling conflicts;

(C) Responsibility to make available to the Institutes, Societies and Councils appropriate office space, accounting and computer services, mailing services and fringe benefits for staff so that such space, services and benefits will be of high quality at the lowest possible cost;

(D) Responsibility to assist in coordinating scheduling of Institutes, Societies and Councils educational courses and programs with the scheduling of educational courses and programs of other Institutes, Societies and Councils and the National Association so as to avoid whenever possible scheduling conflicts.

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Although the National Association has the responsibility for the various matters enumerated above, this shall not be construed to restrict or prevent Institutes, Societies and Councils from assuming a secondary role with respect to each of such activities which is not inconsistent with the policy of the National Association.

SECTION 3. In the event that a question or controversy arises with respect to the proper interpretation of this Article XX, such question or controversy shall be referred to the Institute Advisory Committee. The Institute Advisory Committee shall make an investigation to determine the relevant facts and circumstances bearing upon the question or controversy, and if appropriate, shall conduct a hearing relating to the matter.

The decision of the Institute Advisory Committee with respect to any such questions or controversy relating to the proper interpretation of this Article XX shall be final unless, after notice as hereinafter specified, such decision is reversed by the affirmative vote of not less than two-thirds of the members of the Executive Committee of the National Association present at a regular or special meeting of such Executive Committee, the decision of the Executive Committee shall be final. The Executive Committee shall not take any action to modify or reverse any such decision of the Institute Advisory Committee unless written notice of the intention to consider such decision, together with the full report of the Institute Advisory Committee, shall be submitted to the members of the Executive Committee not less than twenty-four (24) hours prior to such action.

SECTION 4. The NATIONAL ASSOCIATION OF REALTORS® and each Institute, Society and Council affiliated with the National Association as of January 1, 1993 that is separately incorporated may terminate the affiliation established under Article XIII, Section 1(A) hereof by a two-thirds vote of the respective governing body, with any such disaffiliation to be effective eighteen months from the date of the vote to disaffiliate. Any affiliation established with an Institute, Society or Council subsequent to January 1 of 1993 may be terminated by a majority vote of the National Association's Board of Directors with such disaffiliation to take effect immediately unless otherwise specified by the Board of Directors.

BYLAWS

ARTICLE I

MEMBERSHIP

Section 1.

(A) Local boards shall be enrolled as Member Boards when their written applications have been received and presented to the Board of Directors and when the Board of Directors shall find that the applicants have complied with the requirements of the Constitution and Bylaws. An applicant for REALTOR® membership pursuant to Article III, Section 1(C) 1.(b) shall be enrolled as a REALTOR® Member of the local Board designated in their application as their primary Board, and that Member Board shall accept the applicant as such when their written application has been received and presented to the National Association Board of Directors, the Board of Directors has found that the applicant has complied with the requirements of the Constitution and Bylaws, and the applicant has paid their initial dues, and any applicable initiation and processing fees to their primary Board.

(B) The application of any local board for membership in the National Association shall be in such form as may be prescribed by the Board of Directors and shall contain a statement to the effect that it has been approved by a majority of the REALTOR® Members of the applicant board. Effective January 1, 1974.

Section 2.

(A) No Member Board, nor any multiple listing service owned by one or more Member Boards, nor any Institute, Society or Council, shall apply any arbitrary numerical or other inequitable limitation on its membership nor adopt any rule, regulation, practice or policy inconsistent with or contrary to any policy adopted by the Board of Directors.

(B) Member Boards and their multiple listing services shall be honest and truthful in their communications and shall present a true picture in their advertising, marketing, and other representations. Member Boards and their multiple listing services shall avoid false, deceptive, or misleading advertising and marketing practices and shall not knowingly or recklessly make false or misleading statements about other Member Boards, or Member Boards' programs, products or services.

Section 3. Unless qualified salesmen and independent contractors employed by or affiliated with a REALTOR® Member are eligible for REALTOR® membership in Member Boards, such salesmen and independent contractors shall be eligible for REALTOR-ASSOCIATE® membership in such Member Boards, and all Member Boards from and after January 1, 1974, shall make provision for such REALTOR-ASSOCIATE® membership.

Section 4. Resignations of local boards shall be considered and acted upon by the Board of Directors of the National Association; provided, however, that any local board tendering its resignation shall not be delinquent in its dues to the National Association, and provided further, that such resignation shall state the reasons therefore and shall verify that at least a majority of all its REALTOR® Members shall have voted in favor of such resignation.

ARTICLE II

ANNUAL DUES

Section 1.

(A) The annual dues of each Member Board (local Board) as defined in Article III, Section 1(B)(1) of the Constitution, shall be in an amount established annually by the Board of Directors at the Midyear Meeting times the sum of the number of REALTOR® and REALTOR-ASSOCIATE® members of the Board and the number of individuals who are licensed with such REALTOR® members of the Board and who are not themselves REALTOR®, REALTOR-ASSOCIATE® or Institute Affiliate members of the Board provided such individuals are not otherwise included in the computation of dues payable by another Member Board.

The annual dues of each Member Board (State Association) as defined in Article III, Section 1(B)(2) of the Constitution, shall be the amount established by the Board of Directors pursuant to Section 1(A) hereof times the sum of the number of REALTOR® and REALTOR-ASSOCIATE® members of the Board whose real estate office is located in a territory within the state which is outside the jurisdiction of any local Board and who are not primary members of any local board and the number of individuals who are licensed with such REALTOR® members of the Board and who are not themselves REALTOR®, REALTOR-ASSOCIATE® or Institute Affiliate members of the Board .

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The annual dues of each Institute, Society or Council of the National Association shall be one hundred five dollars (\$105.00) times the number of individuals who hold a professional designation awarded by that Institute, Society or Council or who hold a class of membership in the Institute, Society or Council which confers the right to hold office and who are not included in the calculation of dues payable by any Member Board or other Institute, Society or Council of the National Association.

(B) For the purpose of this section, a REALTOR® Member of a Member Board shall be held to be any Member who holds primary membership in the Member Board and who, as a sole proprietor, partner, or officer of a real estate firm or corporation or an individual in a position of management control on behalf of principals who are not physically present and engaged in the real estate business in connection with the firm's office, is actively engaged in real estate business as defined in Article III, Section 1 of the Constitution or who is a REALTOR® member of a Member Board pursuant to Article III, Section 1(C)(1)(b) of the Constitution. A REALTOR-ASSOCIATE® Member of a Member Board shall be held to be any Member employed by or affiliated with a REALTOR® Member as a sales employee or independent contractor unless such Member is classified by the member Board as a REALTOR® Member in which case he shall be deemed a REALTOR® Member. An individual licensed in the state within which the board is located or within the state in which the real estate firm of the REALTOR® is located shall be deemed to be licensed with a REALTOR® if the license of the individual is held by a REALTOR® or by any broker who is licensed with the REALTOR®, provided that such licensee is not otherwise included in the computation of dues payable by a sole proprietor, partner, corporate officer or individual in a position of management control of the entity. Upon payment to the National Association of the dues required under Section 1(A) hereof, each REALTOR® and REALTOR-ASSOCIATE® Member in good standing of a Member Board shall be deemed respectively a REALTOR® or REALTOR-ASSOCIATE® Member in good standing of the National Association.

(C) A REALTOR® with a direct or indirect ownership interest in an entity engaged exclusively in soliciting and/or referring clients and customers to the REALTOR® for consideration on a substantially exclusive basis shall annually file with the REALTOR®'s primary board on a form approved by the National Association a list of the licensees affiliated with that entity and shall certify that all of

the licensees affiliated with the entity are solely engaged in referring clients and customers and are not engaged in listing, selling, leasing, managing, counseling or appraising real property. The individuals disclosed on such form shall not be deemed to be licensed with the REALTOR® filing the form for purposes of this Section.

The Member Board dues shall be adjusted for any licensee included on a form submitted to a Board who during the same calendar year applies for REALTOR® or REALTOR-ASSOCIATE® membership in a Member Board as provided in Section 2(B) hereof, except that in the case of a new Member who held REALTOR® or REALTOR-ASSOCIATE® membership during the preceding calendar year the adjustment to Member Board dues shall not be prorated. The adjustment to Member Board dues for all new Members under this Section 1(C) shall be due and payable to the National Association by the last day of the month following the month active REALTOR® status is granted as evidenced in the National REALTOR® Database System.

(D) A REALTOR® may file annually with the REALTOR®'s primary board on a form approved by the National Association a list of the licensees affiliated with that entity that are authorized to provide mortgage loan origination services based upon their real estate license and shall certify that those licensees included on the list are solely engaged in mortgage loan origination and are not engaged in listing, selling, leasing, managing, counseling or appraising real property. The individuals disclosed on such form shall not be deemed to be licensed with the REALTOR® filing the form for purposes of this Section.

The Member Board dues shall be adjusted for any licensee included on a form submitted to a Board who during the same calendar year applies for REALTOR® or REALTOR-ASSOCIATE® membership in a Member Board as provided in Section 2(B) hereof, except that in the case of a new Member who held REALTOR® or REALTOR-ASSOCIATE® membership during the preceding calendar year the adjustment to Member Board dues shall not be prorated. The adjustment to Member Board dues for all new Members under this Section 1(D) shall be due and payable to the National Association by the last day of the month following the month active REALTOR® status is granted as evidenced in the National REALTOR® Database System.

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Section 2.

(A) Each year each Member Board shall file with the National Association a list of the names of the REALTOR® and REALTOR-ASSOCIATE® Members of the Board and the numbers of individuals licensed with REALTOR® Members of the Board who are not themselves Board Members, which list and number shall be certified by the President and Secretary of the Board.

At the time such list is filed each Member Board shall pay dues for the current fiscal year based upon such list, which dues shall be adjusted each month to reflect any net increase in the number of individuals licensed with REALTOR® Members of the Board who are not themselves Board Members.

(B) Member Board dues shall also be adjusted for new Members enrolled by the Member Board who were not previously licensed with a REALTOR® Member of the Board during the current fiscal year, except that in the case of a new Member who held REALTOR® or REALTOR-ASSOCIATE® membership during the preceding calendar year the adjustment to Member Board dues shall not be prorated. The adjustment to Member Board dues for all new Members under this Section 2(B), except as provided for herein, shall be prorated monthly and be due and payable to the National Association by the last day of the month following the month active REALTOR® status is granted as evidenced in the National REALTOR® Database System.

(C) In calculating the dues payable to the National Association by a Member Board, no member holding primary membership in another Member Board shall be considered, provided such member has notified the state association, and each local board to which he belongs of the identity of the Member Board where he holds primary membership.

(D) The policies and procedures for the reporting of members and payment of dues by the Institutes, Societies and Councils of the National Association shall be established by the Board of Directors of the National Association.

Section 3. The annual dues payable by International Members as defined in Article III, Section 1(E) of the Constitution shall be established from time to time by the Board of Directors of the National Association with due consideration to the cost of the membership services provided.

Section 4. Each REALTOR® Member as defined by Article III, Section 1(C) 1.(b) of the Constitution shall pay dues to their primary Board annually in advance in accordance with the Bylaws of the Member's primary Board. Any REALTOR® Member as defined by Article III, Section 1(C)(1)(ii) of the Constitution delinquent in payment of dues to the Member's primary Board shall be suspended or terminated automatically if their membership in the Member's primary Board is suspended or terminated by that Board for non-payment of dues, fees, fines or other financial obligations. A REALTOR® Member as defined by Article III, Section 1(C)(1)(ii) of the Constitution terminated for non-payment of an amount owed to the Member's primary Board shall not be eligible for reinstatement to membership in the National Association unless such amount shall have been paid to the Board or otherwise satisfied.

Section 5. The dues of each Member Board, International Member, Student Member and National Affiliate Member shall be paid annually in advance and shall be due to the National Association on January 1 of each year. If annual dues are not paid by April 1, the Association may assess such late charges and administrative fees as may be established by the Board of Directors. Any Member Board, International Member, Student Member and National Affiliate Member delinquent in payment of dues by more than 90 days may be required to show cause as to why the Board of Directors, at its discretion, should not revoke the membership and/or charter of such member.

Any member failing to pay an assessment which has been duly approved by the Board of Directors within ninety (90) days of the due date established for payment of that assessment by the Board of Directors may be assessed such late charges and administrative fees as may be established by the Board of Directors. Any member delinquent in payment of an assessment by more than one hundred eighty (180) days from the due date established for payment of that assessment may be required to show cause as to why the Board of Directors, at its discretion, should not revoke the membership and/or charter of such member.

Section 6. Each person attending the National Convention shall pay such registration fee as shall be prescribed by the Board of Directors.

Section 7. Upon giving at least thirty (30) days' notice in writing, and subject to the approval of the Board of Directors, any Institute, Society or Council, in accordance with its Bylaws, may:

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(A) Increase its annual membership dues;

(B) Establish active, associate, and sustaining forms of membership.

Section 8.

(A) The payment of dues in an Institute, Society or Council shall entitle every member to such rights and privileges as may be provided in its Bylaws, subject to the approval of the Board of Directors of the National Association, except that the exercise of such rights and privileges at any session of an Institute, Society or Council held in conjunction with the National Convention shall be further subject to the payment of the convention registration fee and to conformance with the convention regulations of the National Association.

(B) Any member in good standing of an Institute, Society or Council who holds a professional designation awarded by an Institute, Society or Council affiliated with the National Association that addresses a specialty other than residential brokerage shall be entitled to Institute Affiliate membership in the National Association and in the Member Boards provided for in Section 11 of this Article.

Section 9. Notwithstanding anything in this Article to the contrary, the dues payable by a Member Board to the National Association shall be reduced by the amount established by the Board of Directors pursuant to Section 1(A) hereof, times the number of REALTOR® Emeriti, Past Presidents of the National Association, Past Treasurers of the National Association and recipients of the Distinguished Service Award who are members of the Board.

Section 10. The Board of Directors may assess the members by class, provided that notice of the classes of membership to be assessed, the amount of the assessment for each of the classes to be assessed, the purpose of the assessment and when the assessment shall be due is submitted to the Member Boards at least 30 days in advance of its adoption. For assessments imposed on Member Boards, the amount to be paid by a Member Board shall be the amount of the assessment as stated in the notice times the sum of the number of REALTOR® and REALTOR-ASSOCIATE® members of that Member Board as certified by the President and Secretary of the Member Board pursuant to Section 2(A) hereof. Notwithstanding the foregoing, the amount to be paid by a Member Board shall be reduced by the amount of the assessment as stated in the notice times the

number of REALTOR® Emeriti, Past Presidents of the National Association and recipients of the Distinguished Service Award who are members of the Board.

Section 11. From the dues paid by the Institutes, Societies and Councils of the National Association in accordance with Article II, Section 1 hereof, the National Association shall credit thirty-five dollars (\$35.00) to the account of the Member Board (Local) for each individual included on the list provided by the Institute, Society or Council whose office address is within the assigned territorial jurisdiction of that Member Board, provided however, if the office location is also within the territorial jurisdiction of a Commercial Overlay Board, as provided for in Article III, Section 4 of the National Association's Constitution, the thirty-five dollars (\$35.00) amount will be credited to the Commercial Overlay Board, unless the Institute Affiliate Member directs that the dues be credited to the other board.

The National Association shall also credit thirty-five dollars (\$35.00) to the account of the Member Board (State) for each individual included on the list provided by the Institute, Society or Council whose office address is within the assigned territorial jurisdiction of that Member Board (State).

ARTICLE III

TERRITORIAL JURISDICTION

Section 1. Except as provided in Section 2 of this Article, the territory of a Member Board shall be defined by the Board of Directors of the National Association, taking into consideration the ability of the Board to service its members and the public, to enforce the Code of Ethics, and to safeguard the registered marks of the National Association. All Member Boards shall have the same privileges and responsibilities set forth in this Article.

Section 2. Disputes concerning the jurisdiction and/or the name of a Member Board shall be determined by the Membership Policy and Board Jurisdiction Committee at a hearing conducted in accordance with the procedures approved by the Board of Directors. The decision of the hearing panel will be final except that the Board of Directors may require a new hearing before a different panel of the Committee if it determines the procedures failed

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to provide due process. Mergers, voluntary dissolutions, and uncontested changes of jurisdiction and/or changes of name of member boards may be administratively approved in accordance with the procedures approved by the Board of Directors.

Section 3. Jurisdiction of a Member Board is hereby defined to mean:

(A) The right and duty to control the use of the term REALTOR®, REALTORS®, and REALTOR-ASSOCIATE® jointly and in full cooperation with the NATIONAL ASSOCIATION OF REALTORS® subject to the conditions set forth in these Bylaws, including the duty to promptly report to the NATIONAL ASSOCIATION OF REALTORS® any unauthorized or improper use of such terms and to fully cooperate and coordinate with the NATIONAL ASSOCIATION OF REALTORS® in any and all attempts to halt or prevent any such unauthorized or improper use of these terms, and;

(B) The duty to enforce the Code of Ethics, and;

(C) The authority to accept as a REALTOR®, REALTOR-ASSOCIATE® or Institute Affiliate Member any person engaged in the real estate business, including brokerage, management, appraising, land development and building, and other related aspects of the real estate business who maintains an office within the state or within a state whose border is contiguous with that state and who complies with any licensure or other regulatory requirements applicable to his business activities within the state.

Section 4. If the territory of a Member Board has never been approved, the Board of Directors of the National Association shall, upon notice to such Member Board and an opportunity for hearing, define its territory, and such action shall be binding upon the Member Board concerned.

Section 5. Any Member Board within whose territory a provision of this Article is violated by a member of another Member Board may complain of such violation to the Member Board of which the violator is a member, which Board thereupon shall take the necessary steps to enforce such provision. If it fails to do so, the complaining Board shall have the right to submit the matter to the National Association for appropriate action.

Section 6. Any Member Board which shall neglect or refuse to maintain and enforce the

provisions of this Article or neglect or refuse to cooperate with the NATIONAL ASSOCIATION OF REALTORS® in the maintenance and enforcement of this Article with respect to its members may, after due notice and opportunity for hearing, be expelled by the Board of Directors from membership in the National Association.

ARTICLE IV

CODE OF ETHICS

Section 1. Each Member Board shall adopt the Code of Ethics of the National Association as a part of its governing regulations for violation of which disciplinary action may be taken.

Adoption of the Code of Ethics includes responsibility for providing applicant/new member Code of Ethics orientation and ongoing member ethics training that satisfies the learning objectives and minimum criteria established by the National Association from time to time.

Section 2. Any Member Board which shall neglect or refuse to maintain and enforce the Code of Ethics with respect to the business activities of its members may, after due notice and opportunity for hearing, be expelled by the Board of Directors from membership in the National Association. Enforcement of the Code of Ethics also requires Member Boards to share with the state real estate licensing authority final ethics decisions holding REALTORS® in violation of the Code of Ethics in instances where there is reason to believe the public trust may have been violated. The "public trust", as used in this context, refers to demonstrated misappropriation of client or customer funds or property, willful discrimination, or fraud resulting in substantial economic harm. Enforcement of the Code of Ethics also requires Member Boards to provide mediation and arbitration services to members and their clients so that the dispute resolution requirements of Article 17 of the Code of Ethics can be met.

Enforcement of the Code of Ethics also includes responsibility for ensuring that persons primarily responsible for administration of enforcement procedures have successfully completed training that meets the learning objectives and minimum criteria established by the National Association from time to time.

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Enforcement of the Code of Ethics also prohibits Member Boards from knowingly granting REALTOR® or REALTOR-ASSOCIATE® membership to any applicant who has an unfulfilled sanction pending which was imposed by another Board or Association of REALTORS® for violation of the Code of Ethics.

ARTICLE V

USE OF THE TERMS REALTOR®, REALTORS® AND REALTOR- ASSOCIATE®

Section 1. Upon application of a Member Board, the Board of Directors may license such Board to use the term REALTOR® or REALTORS® as a part of its name under the following conditions:

(A) Such Board shall sign a written agreement with the Board of Directors of the National Association agreeing to eliminate the term REALTOR® or REALTORS® from its name immediately when and if it either shall cease to maintain or shall lose its membership in the National Association.

(B) The use of the term REALTOR® or REALTORS® in the name of such Board shall be in such manner as may be prescribed by the Board of Directors.

Section 2. REALTOR® Members are hereby licensed to use the term REALTOR®, REALTORS® or REALTOR-ASSOCIATE® in connection with their business, subject to the right of each Member Board to control, jointly and in full cooperation with the NATIONAL ASSOCIATION OF REALTORS® such use within its territory.

Section 3.

(A) A firm, partnership, corporation, or branch office whose principals actively engaged in the real estate business are REALTOR® members of a Member Board, except for the corporations of those REALTOR® members who hold membership pursuant to Article III, Section 1(C) 1.(b) of the Constitution, may use the term REALTOR® or REALTORS® in connection with, but not as a part of, its name thus: 'The _____ Real Estate Company, REALTORS®', but this privilege shall cease upon suspension or expulsion of any such principal from membership in the Board, and shall not revive unless or until he is readmitted to

membership therein or his suspension expires or he severs his connection with the firm, partnership or corporation.

(B) The right to use the term REALTOR® or REALTORS® in connection with a firm, partnership, corporation or branch office shall be limited to office locations which a principal, partner, corporate officer or branch office manager of the firm, partnership or corporation holds REALTOR® membership. If a firm, partnership or corporation operates additional places of business which no principal, partner, corporate officer, or branch manager holds REALTOR® membership, the term REALTOR® or REALTORS® may not be used in any reference to those additional places of business.

Section 4. Each Member Board is hereby licensed to use the term REALTOR® or REALTORS® in the name of its headquarters building, in the title of its official publication, and of educational or civic meetings, services, or clinics sponsored by the Board, provided that the affiliation of the undertaking with the Member Board or the National Association is indicated, and that Board Members may participate therein.

Section 5. REALTOR® members are hereby licensed to use the terms REALTOR® or REALTORS® in connection with activities in support of specific candidates in specific elections to public office or nomination for election to public office, provided the definition of the term REALTOR® as a registered collective membership mark which identifies members of the NATIONAL ASSOCIATION OF REALTORS® and the identification of those conducting such activities as members of a member Board(s) is included on all letterhead and other written campaign literature, in all campaign media aids and on other materials unless not reasonably practical. Any such use must cease immediately after the election.

Section 6. Except as specifically otherwise provided in this Article, use of descriptive words or phrases in connection with the term REALTOR®, REALTORS® or REALTOR-ASSOCIATE® is expressly prohibited.

Section 7. Wherever the terms REALTOR®, REALTORS® or REALTOR-ASSOCIATE® are used in these Bylaws, they shall be understood to include the imprint of the emblem seal of the National Association.

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Section 8. Any Member Board which shall neglect or refuse to maintain and enforce the provisions of this Article, or neglect or refuse to cooperate with the NATIONAL ASSOCIATION OF REALTORS® in the maintenance and enforcement of this Article with respect to its members may, after due notice and opportunity for hearing, be expelled by the Board of Directors from membership in the National Association.

Section 9.

(A) No Member Board shall sponsor, endorse, recognize, or award, directly or indirectly, any professional designation or certification that is confusingly similar to those available through the National Association, the Real Estate Buyer's Agent Council, or the Institutes, Societies, and Councils of the National Association.

(B) In the event a Member Board sponsors, endorses, recognizes or awards, directly or indirectly, any professional designation or certification that is not offered by the National Association, such Member Board shall clearly and affirmatively state in all course materials and related advertising and promotional materials that the professional designation or certification is not affiliated with or endorsed by the National Association of REALTORS®.

ARTICLE VI

COMMITTEES

Section 1. The President shall appoint such standing and special committees as shall be designated from time to time by the Board of Directors and such other special committees as he may deem necessary or appropriate.

Section 2. Unless otherwise provided in the NATIONAL ASSOCIATION OF REALTORS® Constitution or in these Bylaws, any action by a committee shall be subject to the approval of the Board of Directors.

ARTICLE VII

AMENDMENTS

Section 1. These Bylaws may be amended at any meeting by two-thirds of the Directors present at such meetings, provided that a quorum is present at such meeting, and provided the substance of the proposed amendments shall have been submitted to the Member Boards at least 30 days in advance of their adoption. The notice may be sent by first-class mail, electronic communication, including e-mail, or any other means permitted by law that has been approved by the Board of Directors for sending such notices.

ARTICLE VIII

RULES FOR MEETINGS

Section 1. Wherever notice of meetings or of the subjects to be considered at meetings is required or authorized by these Bylaws, publication of such notice in an official publication which is mailed to all members of the National Association within the required time limits, shall be deemed to be good and sufficient notice.

Section 2. The order of business of the National Association and its Institutes, Societies and Councils and committees, except where otherwise provided, shall be:

1. Call to Order
2. Taking of the Roll
3. Applications for Membership
4. Reading of Minutes
5. Reports of Officers
6. Reports of Committees.
7. Reports of Institutes, Societies and Councils
8. Unfinished Business
9. New Business
10. Appointment of Committees
11. Election of Officers

Section 3.

(A) The substance of any resolution to be acted upon at any National Convention or other meeting of delegates shall be submitted in writing to the Member Boards at least 45 days in advance of the convention or meeting.

(B) This provision may be waived by the consent of two-thirds of the delegates present and entitled to vote at such convention or meeting.

(C) This provision shall not apply to any resolution adopted by the affirmative vote of at least two-thirds of the Directors present at any regularly constituted meeting of the Board of Directors.

Section 4. All resolutions and motions must be made in writing, if the presiding officer so requests, or if the request is by majority vote of the delegates present at any convention or meeting.

Section 5. Robert's Rule of Order, Latest Edition, shall be recognized as the authority governing the meetings of the National Association and its Institutes, Societies and Councils, and committees, except where otherwise provided, and when not in conflict with its Constitution and Bylaws.

ARTICLE IX

DEFENSE AND INDEMNIFICATION OF OFFICERS AND DIRECTORS

Section 1. In the event of suits or claims in which one or more current or past officers or directors or employees of the Association are named as a result of their status as such or decisions or actions taken in good faith and reasonably understood to be within the scope of their authority or employment during their term as such, the National Association shall, directly or through insurance secured for the benefit of such officers and directors and employees, secure counsel to act on behalf of and provide a defense for such officers, directors and employees; pay reasonable defense expenses incurred in advance of final disposition of such case; and indemnify such officers, directors and employees with respect to any liability assessed or incurred as a result of any such claim, suit or action.

Section 2. The above stated defense and indemnification of officers, directors and employees shall extend to those individuals when serving at the request of the Association as a director, officer or employee of another entity, but only after indemnification and insurance coverage from such other entity has been exhausted.

ARTICLE X

REALTORS® INFORMATION NETWORK

Section 1. The President or, in the event the President is unable or unwilling to act, the President-Elect, shall have the authority and responsibility for voting the shares of stock of the REALTORS® Information Network owned or controlled by the National Association. The President or President-Elect shall always vote those shares in accordance with the instructions of the Board of Directors or, where authorized elsewhere in this Article, the Leadership Team.

Section 2. Unless a matter to be considered by the stockholder of the REALTORS® Information Network will be voted upon prior to the next meeting of the Board of Directors of the National Association, all such matters shall be submitted to the Board of Directors of the National Association which shall determine how the President or President-Elect shall vote the shares owned or controlled by the National Association. If the vote of the shareholder is without instruction from the Board of Directors, any matter to be considered by the shareholder shall be submitted to the Leadership Team, which shall determine how the President or President-Elect shall vote the shares owned or controlled by the National Association, provided however, that any shareholder vote regarding items set forth in Article II, Section 6 of the bylaws of the REALTORS® Information Network, Inc. must be submitted to the National Association's Board of Directors for a determination of how shares owned or controlled by the National Association shall be voted.

Section 3. Upon receipt by the Secretary of the National Association of either a written statement signed by the President of the National Association or a petition signed by any four Regional Vice Presidents of the National Association, which statement or petition names a Director of the REALTORS® Information Network and requests the removal of that Director from the Board of Directors of the REALTORS® Information Network, the Secretary shall forward the statement or petition to the Executive Committee to make a recommendation to the Board of Directors which shall vote on whether to remove the Director. If the Executive Committee and Board of Directors are not scheduled to meet within thirty days of receipt of the statement or petition, the Secretary shall forward the statement or petition to the Leadership Team for a vote on whether to remove the Director.

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In the event the Board of Directors or, where appropriate, the Leadership Team, votes to remove the Director from the Board of Directors of the REALTORS® Information Network, the President or, if the President is unable or unwilling to act, the President-Elect, shall act forthwith to remove that Director, including, if necessary, calling a special meeting of the shareholder and voting the shares owned or controlled by the National Association in accordance with the instructions of the Board of Directors or Leadership Team.

ARTICLE XI

BUILDING FUND

Section 1. The Treasurer shall maintain in accordance with Generally Accepted Accounting Principles a separate record among the assets of the National Association of all real property owned by the National Association which is, has been or is planned to be used for the offices of the National Association.

Section 2. In the event any asset of the type referred to in Section 1 hereof is sold by the National Association, the proceeds of that sale, less the direct expenses of the sale, shall be held in a Building Fund created by the Treasurer of the National Association.

Section 3. Funds held in the Building Fund shall be deposited in such depositories and in such manner as the Board of Directors may designate and direct or invested in such manner as is consistent with the investment policies for the Building Fund approved by the Board of Directors of the National Association. All or part of the funds held in the Building Fund may be commingled with other funds of the National Association for purposes of their deposit or investment. All interest earned and any gain or loss recognized on the principal of the Building Fund shall be added to or subtracted from the principal of the Building Fund.

Section 4. Expenditures from the Building Fund shall require the approval of the Board of Directors. Expenditures for the purpose of acquiring ownership of real property to be used for the offices of the National Association shall require approval by a majority vote of the Board of Directors. Expenditures for any other purpose or transfers to other of the National Association's designated funds shall require approval by a two-thirds vote of the Board of Directors.

Official Interpretations

of

ARTICLE 1, SECTION 2 BYLAWS of the

* NATIONAL ASSOCIATION OF REALTORS®

ARTICLE 1, SECTION 2

of the

National Association Bylaws

"No Member Board, nor any Institute, Society or Council, shall apply any arbitrary numerical or other inequitable limitation on its membership nor adopt any rule, regulation, practice or policy inconsistent with or contrary to any policy adopted by the Board of Directors."

(Revised November 13, 1973)

IN GENERAL:

In licensing to Member Boards the right and duty to control the use of terms "REALTOR®" and "REALTOR-ASSOCIATE®" and to determine those qualified to use the terms, the NATIONAL ASSOCIATION OF REALTORS® contemplates that local Boards of REALTORS® are best able to investigate and determine the qualifications of applicants as to their ability, responsibility, willingness to abide by the Code of Ethics, integrity and general reputation. It does not contemplate that Member Boards will impose arbitrary regulations contrary to practices governing professional or trade organizations or requiring members to conduct their business according to methods unrelated to ethical conduct.

To protect itself against arbitrary action by a Member Board which could be held violative of the law or of public policy, the National Association Bylaws for many years have included Section 2 of Article 1, which expressed long-standing policy. It is one of several requirements incorporated in its Bylaws that the National Association places upon a Board which

desires to obtain or retain membership in the National Association. This is the only section, however, which is stated in general terms and, therefore, is subject to interpretation. An interpretation, to be official, must be made by the Board of Directors of the NATIONAL ASSOCIATION OF REALTORS®.

The four bases upon which a Board either may be refused membership in the NATIONAL ASSOCIATION OF REALTORS® or its membership in the National Association be terminated are:

- (1) failure to maintain and enforce the Code of Ethics with respect to the business activities of its members;
- (2) failure to maintain and enforce the requirements of the Bylaws relating to the use of the term "REALTOR®;"
- (3) applying any arbitrary numerical or other inequitable limitation on its membership; and
- (4) being otherwise in violation of the Constitution and Bylaws of the National Association.

In the event complaint is received by the NATIONAL ASSOCIATION OF REALTORS® that a Member Board is failing in its obligations to the National Association, the Member Board will be required to show cause why its charter from the National Association should not be revoked and its membership terminated.

INTERPRETATION NO. 1

(Adopted November 15, 1960)

"A requirement to participate in a Multiple Listing Service in order to gain and maintain REALTOR® membership is an inequitable limitation on its membership."

When a Multiple Listing Service is available, is well operated and properly organized, it is the duty of the REALTOR® to consider thoroughly whether he can serve the best interests of his clients by participating in it. The decision, however, must be his own. As a REALTOR®, it is possible for him to conduct business in an ethical and efficient manner without participating in a Multiple Listing Service. Therefore, his participation must not be a requirement of REALTOR® membership.

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INTERPRETATION NO. 2

(Adopted January 24, 1961)

"An initiation fee in excess of three times the amount of the annual rates of dues is an inequitable limitation on its membership."

Member Boards must not place unreasonable burdens on applicants for membership. The requirements for membership must be reasonable and non-discriminatory.

The initiation fee, if any, charged by a Board must not constitute unreasonable barrier to membership of a person otherwise qualified. Nor should a Board seek to finance its activities and operations from initiation fees.

The National Association deems any initiation fee in excess of three times the amount of the annual rates of dues, including state and national, to be unreasonable and therefore inequitable.

Since under Interpretation No. 1, participation in a Board Multiple Listing Service is not mandatory, the Board initiation fee, if any must be separate from any participation fee which may be charged for the Multiple Listing Service.

INTERPRETATION NO. 3

(Adopted January 24, 1961)
(Revised May 8, 1973)
(Deleted November, 12, 1990)

INTERPRETATION NO. 4

(Adopted January 24, 1961)
(Revised May 3, 1973)
(Deleted May 19, 1997)

INTERPRETATION NO. 5

(Adopted January 24, 1961)
(Revised May 19, 1997)

"Stated qualifications for membership should be limited to those affecting licensure, professional conduct, portability of member records, and bankruptcy."

The criteria by which applicants will be considered should be written, reasonable and non-discriminatory

so that there is a clear basis for evaluation. There are two sets of Membership Qualification Criteria of the National Association, one for applicants for REALTOR® and REALTOR-ASSOCIATE® membership who are other than sole proprietors, partners, corporate officers or branch office managers in a real estate firm and the other for applicants for REALTOR® membership who are sole proprietors, partners, corporate officers or branch office managers in a real estate firm.

They are the most rigorous qualifications which may be required by a Board of REALTORS® in the consideration of applicants for REALTOR® and REALTOR-ASSOCIATE® Membership.

The Board's Membership Committee (or other duly constituted group) may be properly charged with the responsibility of reviewing applicants for membership, determining the qualification, interviewing them personally, and requiring that they record their qualifications in a written form of "Application for Membership" (many Boards publish and use their own forms and the National Association has such a suggested form available to Boards).

Each applicant's qualifications must be considered under the established criteria consistently applied.

A Membership Committee should retain a record of applicants for membership and in the event that rejection of an applicant is recommended, a record of the basis of denial should be made and reviewed with Board legal counsel.

INTERPRETATION NO. 6

(Adopted January 24, 1961)

"Any regulation restricting or limiting the practice of a REALTOR® in the conduct of his business, unless it concerns ethical practice, is an inequitable limitation on its membership."

This Interpretation establishes a rather general guide to the type of rules which a board may adopt, i.e., in furtherance and support of the Code of Ethics, but guards against the type of rules which unreasonably restrict the member in the conduct of his business on a basis other than related to the Code of Ethics.

The intent of this Interpretation is to avoid the necessity of the Board of Directors passing upon innumerable details about which Boards constantly inquire. The administrative staff is under instruction

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to advise a Member Board, upon inquiry, as to whether a practice or proposed rule appears to be inconsistent with, or in violation of, the Bylaw against inequitable rules. If the Member Board then wishes to request an official Interpretation by the Board of Directors, it may do so.

Any member also is entitled to an Interpretation upon request. However, as a matter of policy, the National Association prefers that inquiries come from Member Boards. It cannot, however, deny any member the right to request an Interpretation.

INTERPRETATION NO. 7

(Adopted January 24, 1961)
(Revised January 30, 1984)

"Restrictions which prohibit REALTOR® membership to a person who has his principal place of business in the jurisdiction of another Board of which he is a REALTOR® Member, merely because he has only a branch office in the jurisdiction of the Board to which he applied, is an inequitable limitation on its membership."

If an individual maintains an office within the jurisdiction of the Board, whether that office be a principal office or a branch office, that fact qualifies the principal broker or the branch office manager as an applicant for membership. Whether as an applicant the principal broker or the branch office manager meets the established requirements of the Board is a matter for decision by the Board.

It is intended that in those instances in which a sole proprietor, partner, or corporate officer is not physically present and actively engaged in the real estate profession in connection with the firm's branch office located within the jurisdiction of the Board, and the principal broker of the firm chooses not to hold REALTOR® Membership in the Board, the individual exercising management control shall stand in the shoes of the owner(s) and shall be the 'designated' REALTOR® to whom the Board shall look for compliance with all duties and obligations of REALTOR® Membership.

In those instances in which the firm's principal office is located within the jurisdiction of the Board, and the firm maintains one or more branch offices also within the jurisdiction of the Board, the Board may require that the supervising partner (i.e., the 'chief principal' of the firm whether a sole proprietor, partner, or corporate officer) be the 'designated' REALTOR®

for all of the firm's offices within the jurisdiction of the Board.

INTERPRETATION NO. 8

(Adopted January 24, 1961)
(Revised April 24, 1990)
(Revised November 12, 1990)

"It is not an inequitable limitation on membership for a Board of REALTORS® to require that applicants for REALTOR® Membership who are principals in a real estate firm must maintain a real estate broker's or salesperson's license or must be licensed or certified by an appropriate state regulatory agency to engage in the appraisal of real property."

The National Association recognizes the right of the Board to determine who is engaged in the real estate business and thereby eligible for membership.

It should be noted that Boards which limit REALTOR® Membership to principals in a real estate firm must make REALTOR-ASSOCIATE® Membership available to otherwise qualified applicants affiliated with the REALTOR®'s firm.

INTERPRETATION NO. 9

(Adopted January 24, 1961)
(Revised May 8, 1973)

"Requirement of a 'Waiting Period' before being considered for REALTOR® membership is not an inequitable limitation on its membership if related to the period of time necessary to process the application, not to exceed six months."

It is consistent with assurance of ethical business practice for a Board of REALTORS® to require that an applicant for membership submit an application detailing past history. The National Association, as a matter of policy, urges thorough investigation into the background of applicants for membership. This affords the Board an opportunity to investigate the individual's business conduct and record.

An applicant is entitled to prompt consideration of his application and final disposition of such application must be made within six months.

INTERPRETATION NO. 10

(Adopted May 9, 1961)

"A Board rule purporting to require a REALTOR® who holds an exclusive listing to give blanket consent to either sub-agents or cooperating brokers to negotiate directly with the owner, rather than through him, obstructs observance of Article 3, and thereby is an inequitable limitation on its membership."

This Interpretation affirms the basic agency relationship between the listing broker and his principal as defined in the listing contract. A Board or MLS rule may not properly interfere with or supersede the relationship established by the terms of the agreement between the broker and his principal.

The cooperating broker as a sub-agent of the listing broker enjoys only such rights to show or sell the listing as are granted to him by the listing broker who is ultimately responsible to his principal.

INTERPRETATION NO. 11

(Adopted May 9, 1961)

"A rule of a Member Board prohibiting the acceptance of open listings by members is an inequitable limitation on its membership."

Although the Preamble of the Code of Ethics places upon the REALTOR® the aspirational ideal that he urge the exclusive listing of property, it does not provide that a non-exclusive listing should not be accepted.

The REALTOR® must be free to enter into any form of listing contract mutually agreeable to the REALTOR® and the client.

INTERPRETATION NO. 12

(Adopted May 9, 1961)

"A rule of practice prohibiting members from keeping their offices open on Sunday is a restriction on a member's business practice unrelated to the Code of Ethics and, therefore, is an inequitable limitation on its membership."

While this Interpretation refers to a rule relating to Sunday closings, it is clear that any Board rule limiting office hours or days of work would be an unreasonable restraints and hence an inequitable limitation on membership.

INTERPRETATION NO. 13

(Adopted May 9, 1961)

"A Board may adopt a rule requiring that every member maintain a trust account for funds of clients. But a rule requiring annual audit of such accounts, the filing with the Board copies of such reports, and providing for surprise audit visits to inspect records of such accounts is an inequitable limitation on its membership."

The maintenance of a trust account for funds of clients is a requirement of Article 8 of the Code of Ethics as well as the requirement of many state license laws.

However, the establishment and enforcement of rules providing for audit, inspection, etc. are not properly the function of a voluntary organization such as a Member Board.

INTERPRETATION NO. 14

(Adopted May 9, 1961)
(Revised January 26, 1971)

"A Member Board rule or practice which requires Members to adhere to a schedule of fees or commissions, or which authorizes or includes the preparation or publication of a recommended schedule of fees or commissions, is contrary to the Code of Ethics and to the policy of the NATIONAL ASSOCIATION OF REALTORS® and is an inequitable limitation on its membership."

INTERPRETATION NO. 15

(Adopted May 9, 1961)

"A Board rule prohibiting REALTORS® or their salesmen from accepting elective or appointive public office, or requiring their resignation if they accept such office, is an inequitable limitation on its membership."

INTERPRETATION NO. 16

(Adopted May 9, 1961)

"A Board rule prohibiting employment of married women as salespersons is an inequitable limitation on its membership."

This Interpretation is a specific application of the general policy of Interpretation No. 20.

INTERPRETATION NO. 17

(Adopted November 16, 1961)

"A Board rule imposing an age limit upon applicants for membership is an inequitable limitation on its membership."

Age is not a reasonable criterion for membership.

INTERPRETATION NO. 18

(Adopted November 16, 1961)
(Revised November 7, 1994)

"A Board rule which seeks to attain the aspirational objectives of the Code of Ethics by requiring, as a condition of Board membership, completion of an objective and non-discriminatory Indoctrination Course with a stated passing grade in an examination thereon is not an inequitable limitation on its membership."

A board rule requiring the applicants for REALTOR® or REALTOR-ASSOCIATE® membership satisfactorily complete an objective and non-discriminatory indoctrination course covering the Constitution and Bylaws of the local board, state association and National Association, the Code of Ethics of the National Association, and anti-trust laws, fair housing laws, and agency laws is not an inequitable limitation.

INTERPRETATION NO. 19

(Adopted November 12, 1962)
(Revised May 8, 1973)

"A Board rule placing upon REALTORS® the responsibility of requiring their salespersons to hold REALTOR-ASSOCIATE® membership in the Board is an inequitable limitation on its members, and a Board rule requiring that a member obtain Board approval for the employment of or contracting with any employee or salesman is also an inequitable limitation on its membership."

A salesman cannot be required by the Board of REALTORS® to become a REALTOR-ASSOCIATE®. REALTOR-ASSOCIATE® membership is **not** mandatory. A REALTOR® in the exercise of his individual discretion may, of course, desire to employ or affiliate himself with salespersons who are willing to become REALTOR-ASSOCIATE®s. This, however, is a matter between the REALTOR® and the salesperson and is not a requirement.

A real estate salesperson shall be eligible to apply for REALTOR-ASSOCIATE® membership immediately upon his employment by or affiliation as an independent contractor with a REALTOR®.

The second clause of this Interpretation is closely related to Interpretation No. 20 to the extent that both Interpretations are intended to make inequitable any rule which would interfere with the REALTOR®'s right to employ or affiliate himself with any salesperson.

INTERPRETATION NO. 20

(Adopted November 12, 1962)
(Revised May 9, 1973)

"A Board rule which restricts its REALTOR® membership in their employment of or contractual relationship with any employee or salesperson is an inequitable limitation on its membership."

The REALTOR® has the right to employ or associate himself with those salespersons of his choice and the Board must not restrict this right.

The REALTOR® Member is responsible to the Board of REALTORS® for the action of employees

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or associates who are not themselves REALTOR-ASSOCIATE® Members of the Board of REALTORS®.

INTERPRETATION NO. 21

(Adopted November 12, 1962)

"A Board rule regulating the number of married women that may be employed is an inequitable limitation and comes within Interpretation No. 16."

INTERPRETATION NO. 22

(Adopted November 12, 1962)

"A Board rule that requires attendance at a reasonable number of meetings of the Board is not an inequitable limitation on its membership."

Attendance at meetings of the Board -with implied participation in its activities - is consistent with the requirements of the Code of Ethics.

Consideration should be given to extending credit for attendance at related functions such as State and National Association meetings and Institute, Society and Council meetings.

INTERPRETATION NO. 23

(Adopted November 12, 1962)

"A Board rule that requires that members attain a stated earnings level, or complete a stated number of transactions, or both, is an inequitable limitation on its membership."

INTERPRETATION NO. 24

(Adopted February 2, 1965)

"A Board policy or rule deferring for a specified time, or indefinitely, or to a specified date, any consideration of all applications for membership is an inequitable limitation on its membership."

This Interpretation requires Boards of REALTORS® to accept and promptly process applications from individuals desiring membership.

INTERPRETATION NO. 25

(Adopted May 11, 1965)

"A Board rule which prevents the participation of a REALTOR® Member, on equal terms with other REALTOR® Members, in a Multiple Listing Service sponsored, organized or sanctioned by the Board, and which is available to REALTOR® Members throughout the Board's jurisdiction, is an inequitable limitation on its membership."

A Board rule which makes services available to some REALTOR® Members, but not to other REALTOR® Members, when such services are available generally throughout the Board's jurisdiction, is an inequitable limitation upon the membership.

INTERPRETATION NO. 26

(Adopted May 10, 1966)
(Revised November 16, 1977)

"A Board rule prohibiting the posting by members of "for sale" or similar signs on property for which the member is agent is an inequitable limitation on its membership."

The right to display "for sale" or other similar signs reasonably designed to inform the public is protected by the First Amendment to the United States Constitution. Thus, any rule prohibiting the posting of such signs would be an unconstitutional infringement of the freedom of speech of the REALTOR® and his client. Similarly, a Board owned or operated Multiple Listing Service may not endorse any programs by municipalities, civic groups or civil rights organizations to ban or curtail signs, even if such programs are "voluntary," because of the "chilling effect" such endorsements might have on the exercise of First Amendment rights.

INTERPRETATION NO. 27

(Adopted January 26, 1971)
[Deleted February 7, 1994]

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INTERPRETATION NO. 28

(Adopted May 9, 1972)
(Revised May 19, 1997)

"A Board rule denying a REALTOR® Member, in good standing, full voting rights is an inequitable limitation on its members."

The Preamble of the Code of Ethics establishes aspirational objectives which REALTORS® are encouraged to follow in furtherance and support of the objective Articles in the Code of Ethics to advance the real estate profession. With the obligation to abide by the Articles of the Code of Ethics there is a corresponding right to participate in the formulation of Board policy.

The right to vote contemplated by this Interpretation shall not be deemed denied to a broker otherwise eligible for REALTOR® membership if: (1) such broker voluntarily elects a REALTOR® membership classification authorized by the Board having limited or no voting rights; and (2) at least one principal, partner, officer, or trustee of the firm, partnership, corporation or trust with which such broker is affiliated or by which he is employed is a REALTOR® Member having full voting rights.

Further, this right to vote extends to all phases of Board operation wherein REALTOR® Members are granted the right to vote including, but not limited to, voting as participants in a Multiple Listing Service. In the event that participation in the Multiple Listing Service is by firms, the firm shall be entitled to one vote. Conversely, if participation is by individuals, a firm with three REALTOR® Members, paying three participation fees, would be entitled to three votes.

INTERPRETATION NO. 29

(Adopted May 8, 1973)

"Application and entrance fees for participation in a Multiple Listing Service, owned by, operated by or affiliated with a Board of REALTORS®, in excess of the approximate cost, including the accumulation and maintenance of reasonable reserves, of developing, maintaining, or improving the organization as a going concern, is an inequitable limitation on the membership."

All services of a Board of REALTORS®, including Multiple Listing Service, should be available to all REALTOR® Members without restrictive entrance

and application fees. Such fees should be related to the approximate costs of bringing the Service to the Member and must not be computed on the basis of the number of listings of a Multiple Listing Service or on the basis of a *pro rata* share of its assets.

INTERPRETATION NO. 30

(Adopted May 8, 1973)

"Enforcement of the Code of Ethics by any group, within or without the Board of REALTORS®, other than the Professional Standards Committee and the Board of Directors of the Board of REALTORS® is an inequitable limitation on its members."

Member Boards are required by Article IV of the Bylaws of the National Association to enforce membership compliance with the Code of Ethics. This obligation is properly fulfilled by the Professional Standards Committee and the Board of Directors of the Board. Delegation of this function by the Board to any other body, such as a Multiple Listing Committee, is not appropriate.

INTERPRETATION NO. 31

(Adopted May 8, 1973)
(Revised January 31, 1977)

"A Board rule or a rule of a Multiple Listing Service owned by, operated by or affiliated with a Board, which establishes, limits or restricts the REALTOR® in his relations with a potential purchaser, affecting recognition periods or purporting to predetermine entitlement to any award in arbitration, is an inequitable limitation on its membership."

In essence, this is a specific Interpretation of the general rule established in Interpretation No. 6 that a Board may not have a rule which restricts or limits the REALTOR® in the conduct of his business unless it concerns ethical practice. Thus, a rule of a Board or Multiple Listing Service which would determine a protection period in reference to a prospective purchaser is an inequitable limitation. Further, the Board or its MLS may not establish a rule or regulation which purports to predetermine entitlement to any awards in a real estate transaction. If controversy arises as to entitlement to any awards, it shall be determined by a hearing in arbitration on the merits of all ascertainable facts in the context of the specific case of controversy.

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INTERPRETATION NO. 32

(Adopted May 8, 1973)
(Revised November 11, 2014)

"The inclusion in the dues payable by Board Members of costs of services, products or activities of the Board which properly should be optional is an inequitable limitation on its membership."

The dues payable by Board Members should represent the allocable costs of the services, products and facilities which are available to and benefit the members generally, either directly or indirectly. It should not include the costs of those services, products or facilities which can be identified as optional. Thus, for example, the cost of participating in the Board's MLS should not be included as part of Board dues since whether a member determines to participate in such an activity will depend upon the member's particular method or type of business. The reasonable cost of meals at general membership meetings held pursuant to the Board's bylaws may be included in Board dues since such meetings are necessary to the operations of the Board as a whole provided that no more than 35% of the local allocation of the Board's annual dues revenue may be utilized for this purpose. Associations may, at their discretion, include the costs of lockboxes and lockbox keys, programmers, fobs, smart cards, and other access devices in the association dues.

INTERPRETATION NO. 33

(Adopted February 5, 1974)
(Revised May 19, 1997)

"It is an inequitable limitation to deny membership to an applicant who maintains an office for the conduct of a real estate business, recognized in the community, and who holds himself out to the public as being actively engaged in real estate business solely upon the grounds the applicant is not so engaged."

This Interpretation does not contemplate that the broker must devote all or even a majority of his time to his real estate business or derive any particular percentage of his income from such business. It does not contemplate that the licensee shall have no other job or occupation. It does contemplate that the licensee shall actively seek real estate business; that he shall maintain and adequately supervise a real estate office.

Where question arises as to whether or not a licensee is "actively engaged" in the real estate business, he shall be given the opportunity to present evidence concerning the actual and intended nature and scope of his business activities.

INTERPRETATION NO. 34

(Adopted November 12, 1974)

"It shall be an inequitable limitation for a Board to require a separate office in each Multiple Listing Service area where there is more than one Multiple Listing Service owned or controlled by the Board within the jurisdiction of the Board in order to participate in each such Multiple Listing Service."

A REALTOR® is entitled to participate in any and all services and programs sponsored by the Board of REALTORS®. A Board rule which circumscribes the right to such participation restricts and limits the conditions of Board Membership in violation of Article I, Section 2, of the Bylaws of the NATIONAL ASSOCIATION OF REALTORS®.

To institute a divisional Multiple Listing Service based on geographic lines within a Board jurisdictional area limits access to Board services and activities in a way which could be deemed and adjudged arbitrary and unreasonable.

As such, it is merely an extension of Interpretation No. 25 in that it refers specifically to the right of a REALTOR® to participate in a Board owned and controlled Multiple Listing Service and any geographic division thereof without the necessity of having an office within said geographic division.

INTERPRETATION NO. 35

(Adopted November 13, 1979)
(Revised May 19, 1997)

"That it is an inequitable limitation on membership for a Board of REALTORS® to have a rule or regulation limiting members of a franchise organization, referral group, or broker affiliation of any kind, with respect to service on the Board of Directors or Committees in any elective or appointed capacity."

This Interpretation is a further application of the principal established by Interpretation 28 and like

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that Interpretation is founded on the Preamble of the Code of Ethics.

Service is an elective or appointed capacity in a Board of REALTORS® is both a right and duty of membership. A Board may not restrict such service unless such restriction is necessary to maintain the integrity and independence of the Board and assure balanced service to all members.

Under this Interpretation, membership in a franchise, referral service, or other affiliated group of brokers may not, per se, justify exclusion from election or appointment.

This Interpretation does not, however, preclude a Board from reasonably limiting the number of REALTOR® or REALTOR-ASSOCIATE® Members of the same firm or firms having common ownership who may hold elective or appointive positions.

INTERPRETATION NO. 36

(Adopted November 13, 1979)
(Revised May 10, 1988)
(Deleted May 19, 1997)

INTERPRETATION NO. 37

(Adopted May 10, 1983)
(Revised February 6, 1989)

"A Board rule requiring that Board Members attend, on at least a biennial basis, a continuing education program comprised of not more than six (6) cumulative hours of instruction with respect to Board or Member practices that might result in a significant legal vulnerability and possible liability to the Board and its Members, such as violations of anti-trust laws, agency laws, civil rights laws, the Code of Ethics of the National Association, or other similar public policies is not an inequitable limitation upon membership."

The National Association has long maintained a policy that it is inappropriate for a Board to have any mandated educational requirements other than a requirement for prospective Members or current Members to be familiar with the Constitution and Bylaws of the local Board, State Association, and National Association, the Code of Ethics of the National Association, and any rules, regulations, practices, policies or procedures of the Board that

relate to being a knowledgeable and informed Member of the Board. It is not appropriate to require competency and licensure training which is provided by the state. However, when there is a clear and present danger that policies and practices of the Board or of its Members may result in significant legal vulnerability and liability to the organization and its members, it is reasonable to require that Board Member participate in a program sponsored by the Board to assist and educate Members in areas of high legal vulnerability.

Mandatory attendance should only be required at programs related to matters that, if education were not provided, might result in a significant legal vulnerability and possible liability to the Board and its members, such as violations of anti-trust laws, agency laws, civil rights laws, the Code of Ethics of the National Association, or other similar public policies.

The mandatory nature of the programs should be clearly established in the Board's Bylaws. Every effort should be made to make all Members aware of this requirement far enough in advance to allow them to make arrangements to attend. In the event that some form of discipline will be imposed for failure to meet the mandatory attendance requirement, then the discipline that will be imposed should also be clearly spelled out in the Board's Bylaws. In the event that certain Members hold membership in more than one Board, consideration should be given to granting of a "credit" if the Member has attended a similar program conducted by another Board.

INTERPRETATION NO. 38

(Adopted May 10, 1983)

"A provision in the Bylaws of a Board which offers the opportunity to a former Member having been dropped for nonpayment of membership dues during the current fiscal year to be reinstated without reapplication and payment of an application fee, but requiring payment of all past due accounts and payment of membership dues for the entire fiscal year, is not an inequitable limitation upon membership."

The Model Bylaws recommended by the National Association to local Boards provide that when a Member is dropped from membership, the Member may be further considered for membership in the Board upon applying in the same manner and paying the same application fees, if any, required of any applicant for membership. Therefore, if a Board

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Member receives services of the Board, and of the State and National Associations, for a period of the current fiscal year, it is not inequitable for the Board to require that individual seeking reinstatement of membership in the same fiscal year to pay the full membership dues for the entire year, plus any past due accounts or other monies owed to the Board, without having to go through the process of making application, taking the required orientation course, and paying any required application fee.

INTERPRETATION NO. 39

(Adopted November 12, 1985)
(Revised November 8, 2010)

"No Member Board of REALTORS® shall knowingly schedule any board function at a place or in a facility that denies admittance to that function to any individual on the basis of race, creed, sex, or country of national origin, or at

facilities that are not accessible to individuals with disabilities, when any individual with a disability indicates that he or she will be in attendance."

INTERPRETATION NO. 40

(Adopted November 18, 1996)

"The term "principal," as used in the NAR Constitution and Bylaws and in other relevant policies, includes licensed or certified individuals who are sole proprietors, partners in a partnership, officers or majority shareholders of a corporation, or office managers (including branch office managers) acting on behalf of principals of a real estate firm."

Clarifies the definition of the term "principal" as used in the NAR Constitution and Bylaws and in other relevant policies.

