

NAR Logos and Trademark Rules

The National Association of Realtors has strict rules on the use of the term Realtor and the associated trademarks (marks). Many members unknowingly misusing the marks in their business.

A common misuse is using descriptive terminology along with REALTOR to distinguish one member from others. Examples include, “two REALTORS for the price of one”, “number one REALTOR”, “your Horse Property REALTOR”. NAR’s rules prohibit using REALTOR in this manner.

You cannot use REALTOR, or REALTORS in your business name

You cannot alter the R logo.

The links below provide information regarding the marks and their use

[REALTOR logos and trademark rules](#)

[Pocket reference for Realtors](#)