

# Trademarks and Usage Guidelines...At-a-Glance!

Confused by REALTOR® and MLS® trademarks? Not sure when to use them, or the correct way to present them in your everyday business? The ASR has put together a quick at-a-glance refresher about CREA's trademarks, and when and how to use them! For complete details, please see CREA's Trademark Policy document available on REALTOR Link®.

## The five (5) REALTOR® Marks and their Acceptable Usage:

1. REALTOR®

2. REALTORS®



## What is a REALTOR®?

A REALTOR® is a member of CREA who provides real estate brokerage services in compliance with CREA's by-laws, rules and REALTOR® code. REALTOR® and real estate agent are NOT interchangeable!

## The REALTOR® mark:

The first time you use "REALTOR®" in a document:

- Use all upper case letters
- Include the registered mark ®
- e.g. **REALTOR®**

For subsequent uses of REALTOR® in your document:

- You only need to capitalize the first R
- You do not need to include the ® symbol
- e.g. **Realtor**

## How should I use the REALTOR® mark?

Utilize REALTOR® for first time use in any document. Subsequent uses vary as indicated below.

As a modifier:

- You only need to capitalize the first R
- You do not need to include the ®
- e.g. **Moose Jaw Realtor®** or **Professional Realtor**

In a corporate name:

- The proposed name must be approved by CREA
- A license agreement with CREA must be entered
- All letters should appear uppercase at all times
- The ® symbol must be used, unless it is a subsequent use in the document

As a slogan:

- All letters should appear uppercase
- The ® symbol must appear unless it is a subsequent use in the document
- e.g. **Your Neighbourhood REALTOR®** or **Friendly REALTORS**

In a meta-tag

In domain names & email addresses:

- Must be used in conjunction with the member's name, team name or firm name (with or without modifiers)
- A trademark statement must be used at least once on the web page
- e.g. **JohnJonesSaskatoonRealtor.com** or **SmithTeamRealtors@gmail.com**

In social media usernames:

- Only the first "R" needs to be capitalized
- No ® symbol is required
- e.g. **@BigBobRealtor**

In social media posts:

- All letters should appear uppercase & use the ® symbol: e.g. **REALTOR®**
- You do not require the trademark statement
- Hashtags do not require the ® symbol: e.g. **#REALTORS**
- You are encouraged to tweet or share one of the trademark statements on occasion

## If I use the REALTOR® mark, what trademark statements should I include?

You will need to use any one (1) of the following statement when you use the REALTOR® mark (except special situations which do not require, as mentioned in the previous section.)

- The trademarks REALTOR®, REALTORS®, and the REALTOR® logo are controlled by The Canadian Real Estate Association (CREA) and identify real estate professionals who are members of CREA.
- Not every real estate agent is a REALTOR®. Only REALTORS® are members of CREA.
- I'm more than a real estate agent. I'm a REALTOR®.
- What's the difference between a real estate agent and a REALTOR®? Visit [CREA.ca/why](http://CREA.ca/why) to find out.
- REALTOR®. Member of The Canadian Real Estate Association and more.

## The four (4) MLS® Marks and their Acceptable Usage

1. MLS®

2. Multiple Listing Service®

3.



4.



## What is the MLS® System?

The MLS® marks identify professional services rendered by members in good standing of CREA to effect the purchase and sale of real estate as part of a co-operative selling system, in compliance with CREA's by-laws, rules, the REALTOR® Code and in compliance with all applicable federal and provincial/territorial laws and regulations. The MLS® marks do NOT identify or describe a computer database of real estate listings.

## How should I use the MLS® Mark?

- When using "MLS®", include all uppercase letters and the ® symbol.
- When using "Multiple Listing Service®" capitalize the first letter of each word and use the ® symbol.
- MLS® should never be used with a modifier (e.g. the Ultimate MLS®).
- MLS® should never be used in a business name, trade name, social media username, email address or the domain name of a website.
- If including the MLS® or Multiple Listing Services ® in a tweet or other social media posting, it is encouraged to include a statement that the term is a trademark of The Canadian Real Estate Association.
- All business and promotional material displaying the MLS® mark must include the statement: "The trademark MLS®, Multiple Listing Service® and the associated logos are owned by The Canadian Real Estate Association (CREA) and identify the quality of services provided by real estate professionals who are members of CREA. Used under license."

## Other CREA Marks

1. REALTORS Care®
2. MLS® Home Price Index
3. REALTOR Link®

4. CREA (The Canadian Real Estate Association)
5. WEBForms® (CREA's WEBForms® Facility)
6. DDF® (CREA Data Distribution Facility)

Refer to CREA's Trademark Policy to ensure compliance with the use of these and any other CREA marks, including appropriate trademark statements.

