

TRADEMARK USE SUMMARY

CONTEXT:

- **ALWAYS** use REALTOR® or REALTORS® to mean a member of CREA;
- **ALWAYS** use “MLS®” when referring to professional services provided by REALTORS®;
- **NEVER** use REALTOR® or MLS® as part of corporate branding, product name, business or trade name;
- **NEVER** use REALTOR® or REALTORS® as synonym for “real estate agent”;
- **NEVER** use MLS® as a synonym for a database;
- **NEVER** use adjectives with the marks;
- **NEVER** use MLS® as a noun.

Right: The listing is on the Association’s MLS® System, Your neighborhood REALTOR®, John Jones REALTOR® Ltd.

Wrong: The listing is on the MLS®, XYZ REALTORS Ltd.

FORM:

- **ALWAYS** capitalize the M, L, and S in MLS®, the first letters of Multiple Listing Service® and the “S” in “System” in the phrase MLS® System;
- **ALWAYS** use all capital letters, followed by the registered mark in your initial use of REALTOR®; subsequent uses may capitalize only the “R” and omit the “®” *unless* used in a firm/team name or used with a modifier;
- **ALWAYS** capitalize REALTOR® when used with a modifier or in a firm/team name;
- **ALWAYS** accompany the MLS® and REALTORS® marks, where possible, with the required trademark statement;
- **NEVER** alter, distort or combine the MLS® or REALTOR® logos with other words or designs;
- **NEVER** distort, hyphenate, abbreviate, alter or expand on the MLS® or REALTOR® marks.

Right: MLS®, Multiple Listing Service®, REALTOR, Edmonton REALTOR®, John Jones REALTOR® Ltd.

Wrong: mls®, multiple listing service®, realtor, Edmonton Realtor

Examples of Trademark Statements:

- I’m more than a real estate agent. I’m a REALTOR®;
- The trademarks 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;
- REALTOR®. Member of The Canadian Real Estate Association and more.

INTERNET:

- **ALWAYS** capitalize all letters in REALTOR® and REALTORS® and include ® in social media posts;
- **NEVER** use MLS® in a domain name, email address or social media username;
- **ONLY** use MLS® and Multiple Listing Service® in social media posts where the correct form and context is being applied;
- **ONLY** use REALTOR® in domain names, email addresses, and in social media usernames in accordance with CREA’s policies;
- REALTOR® and REALTORS® may be used in domain names, email addresses, and social media usernames in conjunction with the name of a member, a firm name, or a team name;
- Modifiers may be added to these domain names, email addresses, and social media usernames;
- Use in domain names and email addresses does not have to be capitalized or followed by ®;
- Use in social media usernames can capitalize only the R (i.e., Realtor);
- Use of REALTOR® or REALTORS® in hashtags does not require the ®.

Right: www.johnjones-REALTOR.com, edmontonrealtorjanet@gmail.com, #yegREALTOR

Wrong: www.professionaledmontonrealtor.com, bestedmontonrealtor@live.ca.