

"REALTOR®" is a registered membership mark and a valuable asset for each member of the NATIONAL ASSOCIATION OF REALTORS®. To maintain the value of the term REALTOR® it is important that it be used properly and only in ways which identify individuals as members of NAR. To assist members in doing this, NAR has created a set of rules to guide members in the proper use the terms REALTOR® and REALTORS®. These rules are based upon the provisions of NAR's Bylaws, including the following:

ARTICLE V, SECTION 7, BYLAWS, NATIONAL ASSOCIATION OF REALTORS®

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.

Guidelines to Proper Use of NAR's Green Designation

1. The designation should always be used with the name of the member who has obtained the designation whether it is on business cards, promotional material, print or electronic advertising. It should not be used with the name of a real estate business or the name of an individual other than the designee.
2. The rules governing the use of the term REALTOR® must also be observed when using NAR's Green Designation. Carefully read and strictly follow the rules on proper use of the REALTOR® marks and logo found at www.REALTOR.org on the "Law and Policy" page under REALTOR® Trademark/Logo Rules, including:
 - a. Descriptive words or phrases, including ones such as "Green," "eco-friendly," or "sustainable" should never be used with the terms REALTOR® or REALTORS®, even if they are separated by a comma or hyphen.
 - b. Examples of incorrect and correct uses under these rules:

With Member Name:

- **INCORRECT USE** – "Jane Doe, GREEN REALTOR®"
- **CORRECT USE** – "Jane Doe, REALTOR®, GREEN"
- **CORRECT USE** – "REALTOR® Jane Doe, GREEN"

With Other Designations:

- **INCORRECT USE** – "John Smith, ABR®, GRI, GREEN, REALTOR®"
- **CORRECT USE** – "John Smith, REALTOR®, GRI, ABR®, GREEN"
- **CORRECT USE** – "John Smith, ABR®, GREEN, GRI, REALTOR®"

In e-mail Addresses and Domain Names:

- **INCORRECT USES** -- "greenrealtor.com" or "johnsmithgreenrealtor@aol.com"
- **CORRECT USE** – "realtorjanedoe_green.com" or "johnsmithrealtorgreen@aol.com"

Important Information about using
NAR's Green Designation and using the
term "REALTOR®" with NAR's Green Designation



3. The logo for NAR's Green Designation should only be reproduced using one of the approved color combinations. The approved combinations include reproducing the logo using its official green color, in black and white or in a combination using green for the building design and black or gray for the text. The logo may also be reversed out in white on a green background. The logo should not be reproduced using other colors (e.g., blue, red, yellow) except with the advance written approval of the Green Resource Council.
4. The logo for NAR's Green Designation should not be combined with any other graphic or typographic features.
5. Use of NAR's Green Designation or the logo for NAR's Green Designation requires that designee remain a member in good standing of Green Resource Council and the National Association of REALTORS®.

**MISUSE IS A VIOLATION OF YOUR LOCAL ASSOCIATION'S BYLAWS
AND CAN SUBJECT YOU TO SANCTIONS.**