



Greater Kalamazoo
Association of REALTORS®

Calling Yourself a REALTOR® - When and How?

Sometimes there's confusion about using the term, REALTOR®. It's easy to see why since the term is often used interchangeably with "real estate agent" in movies, on television, and in day-to-day life. However, the right to market oneself as a REALTOR® is only granted once a person is a Member of the [National Association of REALTORS® \(NAR\)](#) and as such, [guidelines exist](#) to maintain the integrity of the REALTOR® brand.

When is it appropriate to use the term, REALTOR®?*

You can describe and market yourself as a REALTOR® after:

1. You have [obtained your real estate license](#), and
2. You have completed [New Member Orientation](#) at GKAR, and
3. Your Membership has been approved by the [GKAR Board of Directors](#), and
4. You subscribe to NAR's strict [Code of Ethics](#).

Once you complete the steps above, you will be considered a Member of :

- [Greater Kalamazoo Association of REALTORS®](#),
- [Michigan REALTORS®](#), and
- [National Association of REALTORS®](#)

NAR is the exclusive owner of the REALTOR®, REALTORS®, REALTOR® Block "R" Logo (right), and other REALTOR® trademarks. You must be an official Member who follows the [REALTOR® Code of Ethics](#) in order to utilize them in your business.

How can you ensure you are using the Membership Marks properly?

Specific guidelines exist for using the NAR Membership Marks. NAR updates and enforces these guidelines regularly. You can [view the Membership Marks guidelines here](#).

If you have any questions about proper use of the trademarks, please feel free to [contact GKAR](#) or [email NAR](#).

**Applies to GKAR Membership. Other real estate associations may have different requirements for Membership.*



"The REALTOR® trademarks are not synonymous with real estate agent, real estate broker or real estate professional. NAR will enforce against any misuses of its trademarks. Members may use the REALTOR® trademarks provided they follow NAR's trademark rules."

-National Association of REALTORS®

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