

CREA'S TRADEMARK POLICY

1 Application of the Policy

This policy applies to all of CREA's Trademarks and Certification Marks including registered and unregistered marks. This policy is intended to supersede all prior policies with respect to use of CREA's trademarks.

2 Certification Marks

CREA owns two families of certification marks (the "Certification Marks"): the REALTOR® marks and the MLS® marks.

2.1 The REALTOR® Marks

There are five REALTOR® certification marks:

2.1.1 REALTOR®;

2.1.2 REALTORS®;

2.1.3 The R Block logo with the word 'REALTOR®' below it;



2.1.4 The R Block logo without the word 'REALTOR®' below it;



2.1.5 The Commercial REALTOR® logo;



2.2 The MLS® Marks

There are four MLS® certification marks:

2.2.1 MLS®;

2.2.2 Multiple Listing Service®;

2.2.3 The MLS® logo with the words “Multiple Listing Service” below it;



2.2.4 The MLS® logo without the words “Multiple Listing Service” below it.



3 Standards Associated with the Marks

3.1 The REALTOR® Marks

3.1.1 REALTOR®, REALTORS®, and the REALTOR® R block logo

The REALTOR® Marks identify Members of CREA who provide real estate brokerage services (the “REALTOR® services”) in compliance with CREA’s By-Laws, Rules, the REALTOR® Code as amended from time to time, and in compliance with all applicable federal and provincial/territorial laws and regulations.

3.1.2 Commercial REALTOR® logo

The Commercial REALTOR® logo identifies members of CREA’s Canadian Commercial Network who provide real estate brokerage services in compliance with CREA’s By-Laws, Rules, the REALTOR® Code as amended from time to time, and in compliance with all applicable federal and provincial/territorial laws and regulations.

3.2 The MLS® Marks

3.2.1 MLS®, Multiple Listing Service, and the MLS® logos

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 “plural system arrangement,” also known as a co-operative selling system (the “MLS® services”), in compliance with CREA’s By-Laws, Rules, the REALTOR® Code as amended from time to time, 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.

3.2.2 MLS® System

An MLS® System is a co-operative selling system operated and promoted by a Board or Association in association with the MLS® Marks. An MLS® System includes an inventory of listings of participating REALTOR® members, and ensures a certain level of accuracy of information, professionalism and co-operation amongst REALTOR® members to affect the purchase and sale of real estate.

4 Licensees

4.1 Members

The following Members of CREA are licensed to use, reproduce and display the Certification Marks:

- 4.1.1** Boards;
- 4.1.2** Associations;
- 4.1.3** REALTOR® members.

4.2 Non-Members

4.2.1 Non-members are not permitted to use CREA's Certification Marks in any manner unless specifically authorized by CREA.

4.2.2 The following non-members are licensed to use, reproduce and display the Certification Marks:

- 4.2.2.1** A corporation, partnership, or other entity operating as a licensed real estate firm, provided that all licensed practitioners in any way affiliated with the real estate firm are REALTOR® members;
- 4.2.2.2** Former REALTOR® members who are no longer licensed, but who are honorary life members or equivalent of a Board/Association or Honorary Affiliates of CREA ("Honorary Affiliates"); and
- 4.2.2.3** An individual, corporation, partnership or other entity who has been licensed by CREA in writing to use, reproduce and display one or more of the Marks for certain specific wares or services.

5 Use of the Certification Marks

5.1 Use in General

5.1.1 Compliance with CREA's Rules

The detailed usage requirements found in CREA's By-Laws, Rules, Trademark Policy or any other policy related to the Certification Marks must be complied with in every use, display or reproduction of the Certification Marks.

5.1.2 The Golden Rule

The Certification Marks must always be displayed in a manner that enforces their distinctiveness as certification marks, and emphasizes that they are not generic or descriptive words. This involves ensuring that each use of the Certification Marks complies with two rules: the "Context" Rule i.e., that the Certification Mark, in the context in which it is used, is consistent with the registered meaning of the mark; and the "Form" Rule i.e., the mark must be displayed in exactly the form required by its registration, or by CREA's By-Laws, Rules or Policies.

5.1.3 Permitted Services

The Certification Marks may only be used, reproduced and displayed in association with the REALTOR® services or the MLS® services, as the case may be, and such other wares, services or business as CREA may specifically permit in writing.

5.2 Use of Marks by Non-Members

5.2.1 Compliance with CREA's By-Laws, Rules, Policies and Contracts

Any non-member authorized to display the Certification Marks must comply with all the requirements set out in this Policy as well as any terms or restrictions set out in CREA's By-Laws, Rules, Policies, or any contract with CREA.

5.2.2 Honorary Affiliates

Honorary Affiliates may display the REALTOR® marks in a manner consistent with their honorary status provided that:

5.2.2.1 Any such display is solely for the purpose of promoting membership in CREA, and not for any commercial or business purpose;

5.2.2.2 The REALTOR® marks are not displayed in any manner that would lead a consumer to believe that the person is a licensed real estate practitioner; and

5.2.2.3 The person agrees in writing:

5.2.2.3.1 To be bound by the REALTOR® Code and CREA's By-Laws, Rules and Policies; and

5.2.2.3.2 To immediately cease displaying the REALTOR® marks if requested to do so by CREA or the appropriate Board/Association.

5.2.3 Member Responsibility for Use by Non-Members

5.2.3.1 REALTOR® members are responsible for ensuring that buyers and sellers for whom they are providing any service, as well as any other third parties in any way involved in transactions, do not use the Certification Marks in any unauthorized manner.

5.2.3.2 Any Licensee who partners with a non-member in the provision of real estate related services and wishes to permit that non-member to display CREA's marks must:

5.2.3.2.1 Provide the non-member with a CREA notice of allowed displays of the Certification Marks;

5.2.3.2.2 Enter into a written contract with the non-member that provides as a minimum that:

5.2.3.2.2.1 The non-member may only display the Certification Marks in the manner specifically approved by CREA from time to time;

5.2.3.2.2.2 The Licensee has the right to terminate the agreement at any time in the event of non-compliance by the non-member;

5.2.3.2.2.3 Licensees are required to terminate these agreements in the event of a breach by a non-member.

5.3 Use of the REALTOR® Marks by REALTOR® Members

5.3.1 Context

5.3.1.1 The REALTOR® marks must only be used to identify the real estate brokerage services and related professional services provided by members of CREA. The REALTOR® marks must never be used as a generic or descriptive name to identify a salesperson, broker, or other real estate professional.

5.3.1.2 All uses of the REALTOR® marks should convey to the public that a REALTOR® is a licensed real estate professional who is a member of CREA and, as such, subscribes to a high standard of professional service and a strict Code of Ethics.

5.3.1.3 The REALTOR® marks may be used in corporate branding as set out in this policy, but must never be used in product names.

5.3.1.4 The REALTOR® marks may be used in firm names or team names as set out in this policy. Members must apply to CREA for approval of firm names or team names that contain REALTOR® or REALTORS® and must enter into a license agreement with CREA for such use.

5.3.2 Form

5.3.2.1 First Use

The first use of the REALTOR® marks in any medium must always:

5.3.2.1.1 Be displayed in the exact form and manner in which they are registered as follows: REALTOR®, REALTORS®; and

5.3.2.1.2 Include the ® registered trademark symbol.

5.3.2.2 Subsequent Use

While it would be preferable for all subsequent uses of the REALTOR® marks in any material to be the same as the first use (i.e., REALTOR® or REALTORS®), members are allowed to make two alterations to the display of the REALTOR® marks in subsequent uses in the same document:

5.3.2.2.1 The ® registration symbol does not have to be included; and

5.3.2.2.2 The Mark can be displayed as “Realtor” with only the “R” capitalized.

5.3.2.3 Use in Business Names and With Modifiers

Notwithstanding the “subsequent use” rule above, all letters of the word REALTOR® or REALTORS® must always be capitalized if it is being used with a modifier or in a business name. While it is preferable to include the ® registration symbol with these uses, it is not mandatory to do so.

5.3.2.4 No Alteration

The REALTOR® marks must never be hyphenated, abbreviated, altered, or expanded. The REALTOR® logos must never be combined with other words or designs.

5.3.2.5 Trademark Statements

All business and promotional material displaying any of the REALTOR® marks must, where possible, include one of the following statements:

5.3.2.5.1 Not every real estate agent is a REALTOR®. Only REALTORS® are members of CREA.

5.3.2.5.2 I’m more than a real estate agent. I’m a REALTOR®.

5.3.2.5.3 What’s the difference between a real estate agent and a REALTOR®? Visit www.crea.ca/why to find out.

5.3.2.5.4 REALTOR®. Member of The Canadian Real Estate Association and more.

5.3.2.5.5 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.

5.3.2.6 Use by News Media, in Text Books, and Other Educational Materials

There are some exceptions to the form rule for the use of the REALTOR® marks in social media, which is explained further below.

5.3.2.6.1 National and local media outlets may display the REALTOR® marks by capitalizing only the “R,” and are not required to display the ® symbol following the marks, all in accordance with the Associated Press Style Book or the United Press International Style Book.

5.3.2.6.2 Textbooks and other educational material may use the marks without the ® symbol provided that there is, at the beginning of the book or document, an explanation of the meaning and ownership of the marks, which has been approved by CREA.

5.3.3 Use in Domain Names, Email Addresses, and on Social Media

5.3.3.1 REALTOR® or REALTORS® may be used in domain names and email addresses, without capitalization and without the ® symbol provided that:

5.3.3.1.1 The use is in conjunction with the name of the member , the member’s firm, or the team name; and

5.3.3.1.2 A trademark statement is used at least once on the webpage.

5.3.3.2 Modifiers may be added to domain names or email addresses but cannot be used alone without a member’s name, firm name, or team name. Punctuation separating the word “REALTOR” from surrounding text is preferred but not required.

5.3.3.3 CREA and the National Association of REALTORS® have partnered to bring REALTORS® the .REALTOR top level domain (TLD). Unique rules apply to .REALTOR domain names, which are available at www.dotREALTOR.org.

5.3.3.4 REALTOR® and REALTORS® may be used in user names and other forms of identification information in social media but only in conjunction with the name of the member or the member’s firm. Modifiers can be used but only in conjunction with a member’s name, firm name, or team name.

5.3.3.5 As an exception to the form rule, REALTOR® may be used in usernames with only the “R” capitalized and the registered trademark symbol does not have to be displayed. The use of capitalization and the ® registered symbol in user names, email addresses, and other forms of identification information where possible is preferred.

5.3.3.6 The REALTOR® trademarks may be used in a tweet or posting on social media. REALTOR® or REALTORS® must be spelled in all capital letters and followed by the registered trademark symbol. Tweets or comments on social media do not need to be accompanied by a trademark statement. Use of the marks in hashtags do not have to be followed by the registered trademark symbol (e.g., #REALTOR).

5.3.3.7 Members are encouraged post or tweet one of the trademark statements set out in the Form section of the Policy from time to time.

5.3.4 The REALTOR® Logos

5.3.4.1 Members may only use the REALTOR® logo if they download one or more of the pre-approved, downloadable, high-resolution logos from the www.REALTORlink.ca website. Members must not create their own version of the REALTOR® logo or download it from a third-

party website. In addition, the REALTOR® logo must never be cropped, altered, expanded or combined with other words or design elements.

5.3.4.2 The REALTOR® logo must be separated from other logos or lettering, designs or emblems by a minimum distance of one-half the width of the rectangle, or "block R".

5.3.4.3 There is no official colour for the REALTOR® logo, but the following three rules must be adhered to:

5.3.4.3.1 Any 2-colour combinations may be used but the colours must be sharply contrasting.

5.3.4.3.2 The block surrounding the "R" and the REALTOR® term must be the same colour (i.e. if the block surrounding the "R" is black, then the REALTOR® term must also be black).

5.3.4.3.3 The "R" must be a sharply contrasting colour to the block and the REALTOR® term. If the block is dark, the "R" should be light. It is preferable, but not required, to have the "R" the same colour as the paper background.

5.3.4.4 If the logo is being displayed on a dark background then all of the elements must be reversed. The usual colours must be reversed so both the rectangle and the word REALTOR® appear in a light colour on the dark background. The logo must never be framed or outlined.

5.4 Board/Association Use of the REALTOR® Trademarks

The use of the REALTOR® and REALTORS® Marks by member Boards and Associations is subject to the same terms rules as use by REALTOR® members, with the following modifications.

5.4.1 Business names, logos, and domain names

5.4.1.1 Boards and Associations may incorporate one or more of the REALTOR® trademarks into their business name, Board/Association logo(s), and domain name, email address, and user names (e.g. in social media). Before using the REALTOR® marks in a name, logo, email address etc. Boards/Associations must have obtained written approval from CREA and must enter into a license agreement with CREA for such use.

5.4.1.2 The REALTOR® and REALTORS® trademarks can only be used in business names with the word "Board" or "Association". For example, the "Lakelands Association of REALTORS®" is acceptable whereas "Lakeland REALTORS®" is not. Boards/Associations must enter into a written license agreement with CREA prior to using the name. Further, all Board/Association name changes are require approval of the applicable provincial Association.

5.4.1.3 Boards and Associations may use a domain name, email address, or social media username that includes the term REALTOR® and a geographically descriptive term which is related to their corporate jurisdiction and consistent with their assigned name. For example, the Alberta Real Estate Association may use "albertaREALTOR.ca" or "altaREALTOR.ca" or some other variation.

5.4.1.4 Boards and Associations that wish to obtain a .REALTOR domain name are required to follow the business rules for the .REALTOR TLD, which are available at www.dotREALTOR.org.

5.4.2 Names of Awards, Conferences, Publications, Courses and Buildings

Boards and Associations may incorporate REALTOR® or REALTORS® into the name(s) of their awards, conferences, publications, educational courses, and into the name of the building or rooms in the building in which the Board or Association is located, provided that CREA has approved each such use in writing, and provided that the involvement of the Board or Association is prominently displayed with each such use.

5.4.3 Promotional Items

Boards and Associations may display the REALTOR® trademarks on incentive and promotional items such as clothing, pens, golf balls, etc., provided the name of the Board or Association is included on or otherwise associated with each such item. Pre-approval by CREA is not required.

5.5 Use of the MLS® Marks by REALTOR® Members

5.5.1 Context

5.5.1.1 The MLS® marks must only be used to identify the professional services provided by Members of CREA to effect the purchase and sale of real estate as part of a "plural system arrangement," also known as a co-operative selling system. The MLS® Marks must never be used as a synonym for a "database of real estate listings."

5.5.1.2 When referring to the co-operative selling systems operated by Boards and Associations, the proper terminology is "the MLS® System of the Board" or "the Board's MLS® System".

5.5.1.3 A REALTOR® member who does not have access to the MLS® System of a Board/Association may not use, reproduce or display the MLS® Marks.

5.5.1.4 The MLS® marks must never be used as part of a business name, trade name, or corporate branding except as may be permitted by CREA in writing.

5.5.2 Form

5.5.2.1 The MLS® marks must always be displayed in the exact form and manner in which they are registered, as follows: MLS®, Multiple Listing Service®.

5.5.2.2 The letters in "MLS®" must all be capitalized and the "M", "L", and "S" must all be capitalized in Multiple Listing Service®.

5.5.2.3 The ® registration symbol must always be displayed in conjunction with every use of the MLS® marks.

5.5.2.4 All business and promotional material displaying any of the MLS® marks must, where possible, include the statement "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."

5.5.3 Use in Domain Names, Email Addresses, and on Social Media

5.5.3.1 REALTOR® members are not permitted to use MLS® or Multiple Listing Service® in domain names or email addresses.

5.5.3.2 REALTOR® members are not permitted to use the MLS® and Multiple Listing Service® trademarks in their user names, email addresses, or other forms of identification information in social media.

5.5.3.3 The MLS® and Multiple Listing Service® trademarks may be used in a tweet or posting on social media provided that they are used in the correct form, i.e., using capital letters and the registered trademark symbol.

5.5.3.4 When using the MLS® and Multiple Listing Service® trademarks in a tweet or posting, members are encouraged to include a statement that the term is a trademark of The Canadian Real Estate Association, where possible.

5.5.4 The MLS® Logos

5.5.4.1 Members may only use the MLS® logo if they download one or more of the pre-approved, downloadable, high-resolution logos from the www.REALTORlink.ca website. Members must not create their own version of the MLS® logo or download it from a third-party website. In addition, the MLS® logo must never be cropped, altered, expanded or combined with other words or design elements.

5.5.4.2 Members may use the logo in black and white or the version with red, black, and white. No other colour combinations are permitted. The logo must be separated from other logos by a distance no less than half the logo.

5.6 Board/Association Use of the MLS® Trademarks

The use of the MLS® Marks by member Boards and Associations is subject to the same terms rules as use by REALTOR® members, with the following modifications.

5.6.1 Ability to Use the MLS® Marks in General

A Board may only use, reproduce or display the MLS® Marks if it operates, or otherwise provides its REALTOR® members with access to an MLS® System.

5.6.2 Domain Names and Email Addresses

5.6.2.1 Boards/Associations wishing to incorporate MLS® into their domain names may do so only in conjunction with a geographical modifier within their jurisdictional area. The MLS® initials must never be preceded or followed by any other letters or numbers. The initials must always be separated from any other text by a dot or an @.

5.6.2.2 All domain names/email addresses incorporating MLS® must be pre-approved by CREA before they are registered. Any Board/Association wishing to use MLS® in domain names or email addresses must sign a special license agreement in the form provided by CREA.

5.6.2.3 Any local Board or Association entering into a contract with a supplier for Internet services must ensure that the contract specifically provides that:

5.6.2.3.1 The initials MLS® cannot be used in the name of any website computer directory;

5.6.2.3.2 All uses of MLS® on website pages must be approved by the local board/association before the pages are released to the Internet.

6 CREA's Other Trademarks

6.1 The REALTORS Care® Marks

6.1.1 General

6.1.1.1 The REALTORS Care® word mark and the REALTORS Care® logo, shown below, are registered for use by members in association with their charitable activities.



6.1.1.2 The REALTORS Care® marks may be used by Regional Foundations, Boards and Associations, REALTOR® members, and realty firms.

6.1.1.3 For the purposes of this policy “charitable initiatives” include:

6.1.1.3.1 Organizing a charitable event for a registered charity or community organization;

6.1.1.3.2 Participating in a charitable event organized by a registered charity or community organization that is for the benefit of the public in the area in which the REALTOR® lives or works; and

6.1.1.3.3 Donations to the Canadian REALTORS Care® Foundation.

6.1.1.4 All Regional Foundations, Boards and Associations, REALTOR® members, and realty firms are obligated to report charitable initiatives associated with the REALTORS Care® marks to the Canadian REALTORS Care® Foundation.

6.1.1.5 Regional Foundations, Boards/Associations, realty firms and REALTORS® must enter into a license agreement with CREA to use the REALTORS Care® marks, which can be found on realtorscare.ca.

6.1.1.6 REALTOR® members may use the REALTORS Care® marks for the following purposes:

6.1.1.6.1 On marketing material promoting specific and identified charitable initiatives involving the REALTOR® member, and organized by REALTORS®, Boards, Associations, or regional foundations; and

6.1.1.6.2 In electronic publications as a link to the Canadian REALTORS Care® Foundation's website located at www.REALTORScare.ca;

6.1.1.7 Boards and Associations may use the REALTORS Care® marks for the following purposes:

6.1.1.7.1 On marketing material promoting specific and identified charitable initiatives involving the Board/Association, and organized by REALTORS®, Boards, Associations, or regional foundations;

6.1.1.7.2 As a stand-alone mark on general business and promotional materials; and

6.1.1.7.3 In electronic publications as a link to the Canadian REALTORS Care® Foundation's website located at www.REALTORScare.ca.

6.1.2 Foundations

6.1.2.1 Regional Foundations that are Board/Association owned may use REALTOR® or REALTORS® as part of their name provided that:

6.1.2.1.1 The proposed use complies with CREA's By-Laws, Rules, and Policies for the use of its trademarks; and

6.1.2.1.2 The Foundation executes a written license agreement with CREA prior to using the name.

6.1.2.2 Regional Foundations that are Board/Association owned may use REALTORS Care® as part of their name and/or logo provided that:

6.1.2.2.1 A geographical modifier is used with the Regional Foundation's name and/or logo; and

6.1.2.2.2 The Regional Foundation executes a written license agreement with CREA prior to using the name and/or logo.

6.1.2.3 Any uses of the REALTORS Care® logo not listed in the license agreement on REALTORScare.ca, and any uses of the REALTORS Care® logo that would require modifications of the mark (e.g., addition of text, etc.), must be approved by CREA prior to the use.

6.1.2.4 Provided that the Regional Foundation enters into a written license agreement with CREA for the use of the mark, Regional Foundations may obtain a copy of the REALTORS Care® sign block (i.e., the REALTORS Care® logo without the words "REALTORS Care" beside the graphic) from CREA to use without any modifications in the following manner:

6.1.2.4.1 As a stand-alone mark to brand their marketing materials in general (e.g., as part of their letter head); or

6.1.2.4.2 To use in association with the Regional Foundation's name, mirroring the look of the Canadian REALTORS Care® Foundation Logo;

6.1.3 Franchisors

6.1.3.1 As Franchisors are not members of CREA (i.e., not REALTORS®) they are not permitted to use the REALTORS Care® marks as defined in section 4 of the Trade-Marks Act.

6.1.3.2 Where the franchisees of a Franchisor have been involved in REALTORS Care® initiatives, Franchisors may display the REALTORS Care® mark on their websites and in their marketing materials to make factual statements that do not imply they are licensed to use the marks, such as “REMAX REALTORS® support the Canadian REALTORS Care® Foundation.”

6.1.4 Membership Dues

As CREA contributes funds annually to pay for the governance of the Canadian REALTORS Care® Foundation, and such funds come from the annual dues of REALTORS®, each REALTOR® is deemed to make an annual contribution to the Canadian REALTORS Care® Foundation.

6.2 The MLS® Home Price Index Logos

6.2.1 The logos shown below are used only in connection with the MLS® Home Price Index.



6.2.2 The MLS® Home Price Index logos can only be used by CREA and those Boards participating in the MLS® Home Price initiative.

6.3 The REALTOR Link® Marks

6.3.1 When using the REALTOR Link® trademark all the letters of ‘REALTOR’ must be capitalized and the registered trademark symbol must follow the word ‘Link’.

6.3.2 The REALTOR Link® trademark can only be used to refer to CREA intranet facility located at REALTORlink.ca.

6.3.3 Use of the REALTOR Link® mark must be accompanied with the following statement “The trademark REALTOR Link® is controlled by The Canadian Real Estate Association (CREA) and identifies CREA’s intranet facility”.

6.4 The CREA Trademark

6.4.1 The registered trademark CREA may be used by members only when referring to The Canadian Real Estate Association or its activities, initiatives, products, publications and services.

6.4.2 The mark may not be used in connection with any person or private business or activities, or in any other manner that falsely suggests that the activities of other individuals or groups are associated with or endorsed by The Canadian Real Estate Association.

6.4.3 There are no associated logos for member use. The word mark CREA must only be used with capital letters without periods or gaps. It may not be used by anyone as part of a corporate name or trade name, or in connection with or as part of any other trademark, terminology, or designation.

6.4.4 The French language equivalent, ACI or l'Association canadienne de l'immeuble, is not a registered trademark.

6.5 The WEBForms® Trademark

6.5.1 When using the WEBForms® trademark, the letters 'WEBF' must all be capitalized and the registered trademark symbol must appear after the mark.

6.5.2 The WEBForms® trademark can only be used to refer to CREA's WEBForms® facility.

6.5.3 Use of the WEBForms® mark must be accompanied with the following statement "The trademark WEBForms® is owned by The Canadian Real Estate Association (CREA) and identifies CREA's WEBForms® facility".

6.6 The DDF® Trademark

6.6.1 When using the DDF® trademark, the letters DDF® must all be capitalized and followed by the registered trademark symbol.

6.6.2 The DDF® trademark can only be used to refer to the CREA Data Distribution Facility (DDF®).

6.6.3 Use of the DDF® mark must be accompanied with the following statement "The trademark DDF® is owned by The Canadian Real Estate Association (CREA) and identifies CREA's Data Distribution Facility (DDF®)".

6.6.4 DDF® must not be used in product names, slogans, corporate branding, business names, domain names, or employee position titles.