



Greater Kalamazoo  
Association of REALTORS®

# whitepaper

## 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.



**Watch Video:**  
[Make Our Marks Remarkable](#)  
[-National Association of REALTORS®](#)

*"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®*

### 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.*