

FACT SHEET

Exclusive REALTOR® family pre-sale for .realestate domains begins September 18, 2018

The NATIONAL ASSOCIATION OF REALTORS® and Second Generation, Ltd (Second Gen) will launch a second top-level domain, .realestate, with an exclusive 60-day REALTOR® family pre-sale period starting Sept. 18, 2018 at 11:00 a.m. EDT. To be eligible for pre-sale, NAR and the Canadian Real Estate Association (CREA) members, firms and boards must have an active **.realtor™** domain.

What:

- The pre-sale will provide NAR and CREA members, firms and boards with an active **.realtor™** domain, early access to register .realestate web addresses of their choice before .realestate is made available to the general public.
- NAR recommends claiming a **.realtor™** domain before Sept. 18 to avoid experiencing a delay in registering .realestate domains. Members get their first **.realtor™** domain FREE for the first year, one per member.
- A **.realtor™** domain can be claimed during the .realestate pre-sale. After successfully claiming a **.realtor™**, then access is gained to register .realestate domains.
- Domain names will be available on a first-come, first-served basis. There are no naming or usage restrictions. They must be 1-63 in length and can include "-" as well as alphanumeric (0-9, a-z) characters.

Who: NAR and CREA members, firms and boards with an active **.realtor™** domain will be eligible for the pre-sale.

When:

- Pre-sale starts Tuesday, Sept. 18, 2018 at 11:00 a.m. EDT and ends Nov. 16, 2018 at 11:59 p.m. EDT.
- The .realestate domain will become available to the public on Nov. 26, 2018 at 7:00 p.m. EDT.

Pricing:

- The .realestate domain is priced at \$69/year per domain when purchased at [get.realestate](#). Bulk and multi-year domain discounts will soon be available.
- Premium domains consist of high-value keyword(s) commonly used in online search. A list of these high-demand domain names and their pricing will be available at a later date.

Pre-sale Preparation:

Take the following steps at [get.realtor](#) to make sure your **.realtor™** account is ready for pre-sale:

- Log in and confirm the below or sign up to claim your first domain, free for the first year for members:
 1. Confirm your email address and are receiving email updates under "Account" > "My Info" > Scroll down to "Email preferences"
 2. Remember the username and password of your **.realtor™** account for future access.
 3. Confirm you have an active **.realtor™** domain that expires after Sept. 18, 2018.
 4. Verify that you have a valid credit card on file that expires after Sept. 18, 2018.
 5. Make a list of the .realestate domains you want to register
 6. Set a calendar reminder for Sept. 18 at 11:00 a.m. EDT and be among the first to get .realestate
- Customer support is available M–F, 9 a.m.–5 p.m. EDT at (866) 361-3029 or

support@get.realtor. For more information, visit FAQ at [get.realestate/faqs.html](#)

We have narrowed down the details so you can easily share this information with your members:

Be first in line for .realestate, a new top-level domain to support you and everything you do.

Starting Sept. 18, 2018 at 11 a.m. EDT, REALTORS®, firms, and boards with an active **.realtor™** domain will have exclusive first-come, first-served access to purchase .realestate domains before they become available to the general public. Get ready at

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