

Case Study


.REALTOR

“REALTOR® is a unique, well-understood term that translates to trust in the real estate market. With .REALTOR, that trust is now established online.”



 Website
<http://www.about.realtor>

 Registry Name
Real Estate Domains LLC

 Location
Cleveland, Ohio, USA

Background

.REALTOR was developed in partnership with Second Generation Ltd., the Embrescia family’s investment firm, and the National Association of REALTORS® (NAR), the largest trade association in North America, with more than 1 million REALTOR® members. According to NAR, 90 percent of recent home buyers used the Internet in their search process. With the Internet being a huge part of the buying experience, creating a domain name that instantly lets consumers know they are reaching accredited real estate professionals was a natural extension for the industry group.



REALTORS® have been quick to embrace new technologies to connect with potential buyers, but since the vast majority are independent contractors, often working on behalf of brokerages, their online identity and brand can remain inextricably linked to previous employers. .REALTOR provides REALTORS® with the freedom to transition between employers and positions, while maintaining a consistent online identity and desired professional status.

Objectives

The goal of .REALTOR is to transform the trust people have in REALTORS® in the traditional world to the online world. Since .REALTOR is a restricted domain, it is only available to members of NAR and the Canadian Real Estate Association (CREA) who subscribe to a strict Code of Ethics and professionalism. Since its launch in October 2014, .REALTOR has attracted residential and commercial REALTORS®, including brokers, property managers, appraisers and counselors.

To help new owners of .REALTOR, NAR created a user-friendly starter site that enables REALTORS® to get their sites up and running quickly. REALTORS® can easily select a template website and automatically import their profile information and real estate listings onto their new site. New owners can also opt for URL and/or email forwarding so the .REALTOR registration can be put to immediate use. To date, over 90 percent of participating REALTORS® have taken advantage of at least one of these features.

TRIVIA

-  Date TLD available on Internet: **20 October 2014**
-  Number of registrations: **~100,000 as of 14 April 2015**
- **The term “REALTOR®” was coined in 1916 by NAR and developed to bring significant meaning and purpose to their agents.***
- **After its launch, .REALTOR became one of the most used top-level domains, meaning the address resolves to a website and is not parked.***

New gTLD Fast Facts

The Internet Corporation for Assigned Names and Numbers' (ICANN) New gTLD Program is responsible for introducing new generic top-level domains (gTLDs) into the Internet, which will result in the largest-ever expansion of the domain name system. The goal of this expansion is to enhance competition, innovation and consumer choice. Top-level domains are the letters immediately following the final dot in an Internet address. Through the program, the domain name system is expanding from 22 gTLDs to hundreds.

The New gTLD Program, led by ICANN's Global Domains Division makes it possible for communities, governments, businesses and brands to apply to operate a top-level domain registry. Operating a registry is a responsibility that requires a major commitment. In essence, the registry operator becomes the custodian of a piece of the Internet's core infrastructure. For this reason, ICANN established a rigorous process for those who applied for a new gTLD. The application process is a cornerstone of the New gTLD Program.

THE NEW GTLD PROGRAM BY THE NUMBERS

gTLD Key Stats



1930

total applications received by the deadline (May 2012)

1300+

new gTLDs or "strings" possible

Language Options



1st time Internationalized Domain Names will be available as gTLDs, enabling new extensions in different language scripts such as Arabic, Chinese and more.

Applications By Region



17 Africa **675** Europe

303 Asia/Pacific **911** North America

24 Latin America/Caribbean

Safeguards In Place



17 new safeguards created to help lay the foundation for a broader, more mature domain name industry. Examples include Rights Protection Mechanisms and DNS Security.

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All case study information provided by Registry Operator.



One World, One Internet

