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Are you truly taking advantage of the web to market your real estate business? If so, then you probably own a domain name or two. If you have thought about using "RE/MAX" in any of your marketing, you'll want to pay attention to this article.

Today's Tech Tip: RE/MAX Trademark guidelines for use in Domains

Troy Murphy has recommended another great tech tip subject to cover here today. How to ensure you're complying with the RE/MAX trademark guidelines for proper use of "RE/MAX" in your domain names and email addresses.

A domain name (sometimes referred to as a URL) is an Internet address that identifies a person, organization or business. Domain names serve an important trademark function by symbolizing a company's goodwill and recognition in the marketplace. This is why RE/MAX International registered "remax.com" in the United States and "remax.ca" in Canada.

As many of you know, RE/MAX Mainstreet hosts an email forwarding service to provide affiliates with a permanent, powerful, easy-to-remember email address that includes the RE/MAX mark. Use of this service is in compliance with RE/MAX trademark guidelines. However, you may have email service that uses your domain name. In that case, it's important to go over the guidelines to ensure both your email and domain name are compliant.

The Trademark Standards Manual sets forth strict guidelines for all forms of advertising -- not just internet advertising. RE/MAX franchisees have a license to use the name RE/MAX only in conjunction with the self-standing local name which identifies their particular RE/MAX franchise. Therefore, the term "RE/MAX" (or "remax" as it appears on the web) should not be used with words other than the self-standing local name which identifies a particular RE/MAX franchise. In other words, a URL address that includes the word RE/MAX, but does not indicate the self-standing local name of the office, and/or that creates a new word out of the name "RE/MAX," is not in compliance with the Trademark Standards Manual.

Some quick points on what "NOT" to do:

1. Using "remax" with general descriptors such as www.remax-agents.com or www.remax-realestate.com
2. Using "remax" with broad geographical terms such as www.remax-seattle.com or www.remax-texas.com (unless, of course you **are** the regional office for your state)
3. Using "remax" to create a new word such as www.remaxproducers.com or www.remaxworld.com "remax" must always be kept separate via a dash such as www.remax-nj.com or www.remax-avalon-stoneharbor-nj.com

Some quick points on what you "MUST" do:

Be certain to always use the self-standing local name of your office, city and state or province so that RE/MAX franchisees who share the same self-standing local office name can be distinguished from each other. For example, www.remax-properties-trenton-nj.com

1. If you're a Sales Associate and want to use "remax", be sure to keep "remax" as its' own word such as www.janedoe-remax-barnegatbay-nj.com

Time's up! Gotta go. Have suggestions for other Tech Tips? E-mail me.

As always, feel free to contact Amanda or Troy at the regional helpdesk with any tech support question at help@remax-nj.net or (800) 828-7065.

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