

# NAR Fights Losing Battle for Public Recognition of Its 'Realtor' Trademark

I'd be curious to know what percentage of Americans realize that "Realtor" is a trademark and not a synonym for "real estate agent." I suspect the majority of Americans don't know that, despite frequent advertising by the National Association of Realtors (NAR) urging the public to "use a Realtor."

The fact is that membership in NAR is not required of real estate licensees, although the big franchises (RE/Max, Keller Williams, Coldwell Banker, et al.) require their agents to join their local Realtor association, which in turn makes them members of NAR. (GRE agents are all Realtors.)

I remember misusing the term "Realtor" when I first started writing this column 10 years ago. I received an email from Ann Turner, then executive director of the Jefferson County

Association of Realtors, advising me that the word "Realtor" should only be used when you can substitute for it the phrase "member of the National Association of Realtors."

If you check all my columns since then at [www.JimSmithColumns.com](http://www.JimSmithColumns.com), you will find that I have never again misused the word "Realtor" in this column or elsewhere, but I frequently hear and see it misused by many agents — including Realtors — and the public. What's particularly upsetting to NAR (and to me) is when a non-Realtor describes himself or herself as a "Realtor."

It's clearly a losing battle for NAR. If you find yourself calling any tissue a "Kleenex," you probably call any agent a "realtor."

(I just noticed that my computer's spellcheck automatically capitalized

Kleenex, but did not capitalize realtor! I rest my case!)

As much as I like to defend the Realtor trademark, I have never liked NAR's approach toward promoting and defending it. As a journalist I object to the organization's insistence that the word be written in all caps — REALTOR — and always have the trademark symbol — ® — attached to it. I honor the Realtor trademark in this column by putting the trademark symbol only in my byline. To readers, all caps signifies an acronym, which Realtor is not. Can you think of any other trademark which insists on all capital letters for a brand that's not an acronym?

As a defender of the trademark myself, I find NAR's campaign urging the public to "use a Realtor" as ineffective because the message is interpreted by the public as meaning "use a real estate agent" vs. selling by owner. It doesn't clearly address their point that not all agents are Realtors.

NAR's primary argument for using a member is that "only Realtors subscribe to a Code of Ethics" — an empty statement to critics of our profession. I'd choose a Realtor for several more important reasons which I will elaborate on at length at [www.JimSmithBlog.com](http://www.JimSmithBlog.com). (Unlimited space!)

## Golden Real Estate Welcomes a New Agent, David Dlugasch

The newest member of the Golden Real Estate team is David Dlugasch. David has 30 years' experience in real estate investing and 13 years as broker/owner of Peak Real Estate in Gunnison and Crested Butte. David's focus will be on Golden and Arvada with an emphasis on Candelas, Leyden Rock, Whisper Creek, Five Parks and Spring Mesa. You can reach him on his cell phone at 970-209-5941.



**REAL ESTATE TODAY**



**By JIM SMITH, Realtor®**

## Golden Real Estate Has a Wide Selection of Land Listings

Do you like the idea of building your own home on a secluded mountain lot rather than buying an existing home?

As I write this, Golden Real Estate has 8 vacant land listings. Three of our land listings are in the **Dory Lakes** subdivision located northeast of where Golden Gate Canyon Road meets the Peak to Peak Highway (State Highway 119). Dory Lakes has a voluntary \$60 per year HOA dues, for which you get use of a baseball field, volleyball and basketball courts, playground and covered picnic area with BBQ and horseshoe pit. For an extra \$50 per year, your family can fish in the privately stocked lake. The listing agent for two of those listings is **Carrie Lovingier**, 303-907-1278. The third is listed by **Mark Spencer**, 303-842-4480.

Those are our smallest parcels, ranging from 1.1 to 1.42 acres. Our largest land listing is a 40-acre parcel, also listed by **Mark Spencer**, just 20 minutes from downtown Golden, off Horseradish

Gulch Road. Despite being closer to town, this property is so remote it doesn't even have an address assigned to it. It is accessed via easements from Mica Mountain Road on one side or Thea Gulch Road on the other. Call Mark to see it.

Also up Golden Gate Canyon Road the same distance from Golden is another listing by **Mark Spencer**. It's a 20-acre parcel at **4300 Daydream Road**, with a well already drilled and electric service on-site. You'll enjoy the city lights of downtown Denver from the home you build on this lot!

You'll enjoy a panoramic view of Denver and the plains at my listing at **22801 Indian Head Road**, located behind and above a hogback five miles north of Golden. It's a 20-acre parcel with well, septic and electricity already in place at the

ideal building site. Call me at 303-525-1851 for a private showing.

If you'd like a scenic building site 10 minutes from Black Hawk and 20 minutes from Golden, check out **2154 Douglas Mountain Road**, located just off Hwy 119 near where it meets US Highway 6. It's our lowest priced lot at just \$64,500. It is listed by **Kristi Brunel**, 303-525-2520.

Lastly, I have a 38-acre site in **Debeque Canyon** along a frontage road for I-70 near the twin tunnels 20 miles east of Grand Junction. It has no improvements, but it has three buildable sites, and electrical service runs across the parcel, which, as you'd expect, adjoins the Colorado River.

You don't have to travel to these listings. You'll find links for each at [www.JimSmithBlog.com](http://www.JimSmithBlog.com)

**Buy or Sell a House, Win a Tesla?**

This could happen to you if you have a closing as a Golden Real Estate client between Dec. 15, 2014 and June 15, 2015. At closing we will give each client one of 3,000 \$100 raffle tickets for a Tesla Model S P85D.



*Serving the West Metro Area*

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