



.REIT Top Level Domain Fact Sheet:

- The .REIT TLD registry (<http://Register.REIT>) launched on November 17, 2015 with a 34 day Sunrise Period for those REITs that have listed a trademark with ICANN's Trademark Clearing House (TMCH) and want to use that name as their domain name.
- On December 21, 2015 the .REIT TLD registry will begin General Availability where domain name registrations will be available to all qualifying REITs on a first-come, first-served basis.
- Only qualifying REITs may apply for and register a .reit domain name. Domain names are available only to actual REIT entities and not to REIT sponsors, holding companies, or other affiliated entities.
- Eligible registrants are restricted to one .REIT domain name per eligible REIT applicant.
- Domain name to be registered must either correspond to the REIT's legal trade names or be the name by which the REIT is commonly known, which may include acronyms, registered and common law trademarks, and exchange ticker symbols.
 - Certain commonly used legal suffix terms or abbreviations that are in the REIT's legal trade names may be excluded or abbreviated provided that the requested domain name is still sufficiently unique as to clearly identify the domain name to the specific REIT.
 - Commonly known names by which the REIT is identified must be sufficiently unique as to clearly identify the domain name to the specific REIT.
 - Names which may be confusing to the public because they correspond too closely to the name of a REIT's sponsor, holding companies, or other affiliated entities are not eligible.
- Domain name registrations and renewals are limited to a one year registration period.
- Domain name holders must renew each year subject to reapplying to confirm they continue to meet the qualifications for holding the .REIT domain name.
- The cost of applying for and registering a .REIT domain name is \$1,000(USD) for a one year period and the fee is NON-REFUNDABLE if an applicant does not qualify as a REIT or if the domain name requested does not meeting the naming guidelines.
- The cost of renewing a .REIT domain is \$1,000(USD) for a one year period and the fee is NON-REFUNDABLE if an applicant does not qualify as a REIT or if the domain name requested does not meeting the naming guidelines.
- All .REIT domains are required to serve the needs of the REIT community, including providing information about or offering services related to the REIT. Domains are audited to assure that their content is in agreement with the registry policies.
- Please visit <http://Register.REIT> for more information.



About .REIT:

In 2011 the Internet Corporation for Assigned Names and Numbers (ICANN) finalized its decision to move forward with plans to allow applicants to secure and operate their own customized generic top-level domain names (gTLDs). ICANN's vision for the gTLD program is to enhance competition, consumer choice, and innovation by opening the internet to new top-level domains beyond .com, .org, .net, etc.

In 2011, the National Association of Real Estate Investment Trusts, Inc. (NAREIT) began the process of submitting a community-based application to become the Registry Operator of the .REIT TLD on behalf of and for the benefit of the Real Estate Investment Trust (REIT) community worldwide. NAREIT, together with the organizations supporting its application, maintain that the .REIT TLD registry presents an opportunity to showcase REITs as a globally recognized approach to real estate investment, as well as a means of protecting the reputation of REITs and providing assurance to global internet users that any domain name ending in .REIT belongs to a genuine REIT.

NAREIT's community-based application was supported by several international REIT member organizations, including The Association for Real Estate Securitization (ARES – Japan), British Property Federation (BPF – UK), Property Council of Australia (PCA), Real Property Association of Canada (REALpac), and Federation des Societes Immobilières et Foncières (FSIF - France). In early 2014 the application was approved, and the .REIT domain was officially delegated to NAREIT by ICANN on November 12, 2014.

NAREIT conducts a stringent validation process that ensures that only applicants able to document that they are operating as REITs (regardless of what acronym they are known by in their home country) in countries with established REIT regimes recognized by NAREIT are able to register a .REIT domain. NAREIT may require registrants to submit documentation in support of their domain name applications.

NAREIT intends the .REIT TLD to provide an online home for the worldwide community of REITs – permitting only REITs to register a domain name.

Registrants are restricted to one .REIT domain name per eligible REIT applicant and the name to be registered must either correspond to the REIT's legal trade names or be the name by which the REIT is commonly known, which may include acronyms, registered and common law trademarks, and exchange ticker symbols.

All .REIT domains are required to serve the needs of the REIT community, including providing information about or offering services related to the REIT.

Domain name registrations are limited to a one year registration period and domain name holders must renew each year subject to their continuing to meet the qualifications for holding the .REIT domain name.

The cost of applying for and registering a .REIT domain name is \$1,000(USD). The fee is non-refundable for applicants that fail to prove their REIT status or who choose a non-qualifying second level domain name. Yearly domain name renewal registrations also cost \$1,000(USD).