



# .reit

The Global Domain for REITs



**The .reit top-level domain (TLD) is offered globally to all companies that operate under national laws consistent with the well-accepted concepts of the REIT approach to real estate investment.**

## Introduction

The .reit top-level domain (TLD) presents an opportunity to showcase real estate investment trusts (REITs) as a globally recognized approach to real estate investment and provides global recognition to internet users that any domain name ending in .reit belongs to a REIT.

As the registry operator and global administrator for the .reit TLD, Nareit collects, reviews and approves applications, involving an international committee of industry professionals when needed.

## Benefits of registering a .reit domain

- Raises the global visibility of your company as a REIT.
- Generates greater trust through third-party acknowledgment of your REIT identity.
- Improve targeted search results.
- Builds a unified global REIT brand online.
- Provides online flexibility for use as a primary website destination or a redirect URL.

## Global initiative

In 2011 the process began to submit a community-based application to ICANN (Internet Corporation for Assigned Names and Numbers) to operate the .reit TLD. ICANN approved the agreement and Nareit is now the registry operator and global administrator for .reit domain names on behalf of the global REIT community.

## Registration criteria

- 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.
- The REIT must be able to document that it is operating as a REIT in a country with established REIT regimes recognized by Nareit.
- The domain name chosen must either correspond to the REIT's legal trade name(s) or be the name by which the REIT is commonly known, including acronyms, registered and common law trademarks, or 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.
- There is no limit to the number of eligible domain names for which an eligible REIT may apply.
- All .reit websites shall be used for the benefit of the REIT community. Registrants must ensure that websites provide truthful and accurate REIT-related information and services.
- Domain name registrations must be renewed each year and are subject to continuing to meet the qualifications for holding the .reit domain name.

## Registration process overview

NOTE: The following information is an overview of the registration process. Please refer to [register.reit](http://register.reit) for the full and complete registration process and policies.

.reit domains became available as of Dec. 21, 2015 for general registration on a first-come, first-served basis for qualifying REITs meeting the appropriate criteria (See Registration Criteria).

To Register, REIT Applicants Must:

- Review and verify that your company meets the necessary qualifications to submit an application.
  - Submit a registration application with all supporting documentation and payment to the registrar. Payment is a non-refundable \$1,000 USD registration fee.
  - Respond to any inquiries if necessary with relevant information to assist during the registration process.
- The domain name chosen must either correspond to the REIT's legal trade name(s) or be the name by which the REIT is commonly known, including acronyms, registered and common law trademarks, or 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 holders will need to renew each year subject to their continuing to meet the qualifications for holding the .reit domain name. Renewal fees are \$1,000 USD per annum.

**Register your .reit domain name today at**



**register.reit**

**Nareit** Real estate  
working for you®

Nareit® will serve as the Registry Operator of the .reit TLD registry on behalf of the global Real Estate Investment Trust (REIT) community, pursuant to the delegation of the Internet Corporation for Assigned Names and Numbers (ICANN). The .reit TLD Registry will serve as an online home for the worldwide community of REITs – permitting REITs (regardless of what acronym they are known by in their home country) to register a domain name. The .reit second level domain will be exclusively available to duly organized, qualified REITs operating in countries with established REIT regimes. Registrations for a .reit second level domain are subject to the .reit Registry Policies available at [nic.reit](http://nic.reit). For additional information contact: [reitTLD@nareit.com](mailto:reitTLD@nareit.com)