Universal Acceptance of the New Top-level Domains
SPEAKERS

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What We Do - Second Generation

- Start in Broadcasting Communications
- Similarities with top-level domains (tlds)
- Working with The Internet Corporation for Assigned Names and Numbers (ICANN)
- .Jobs in 2005, one of the first 22 tlds
- Partnership with NAR on .REALTOR & .realestate since 2007
- Uniqueness of .REALTOR registrar
• 976 new top-level domains launched to-date

• 16.8 million new tld domains to-date

• .REALTOR – top tld in real estate and related industries like mortgage, banking and legal services, over 100,000+ since launch
Growth of TLDs since 2013

Many top-level domains are already in use
Brands tlds in use
  - team.SUZUKI - racing website
  - home.barclays – banking
  - nic.fox – movie and tv
For consumers: Help them locate a trusted source in real estate, a Realtor®, a professional who abides by a strict code of ethics

- The term “REALTOR” is searched at least 2 million times every month
- .REALTOR leverages people searching that term, removing the need of common web extensions like .com or .net
- exclusive like .edu, .gov & .bank
Customized .REALTOR Web Addresses for Your Members

With .REALTOR, your members can get creative with their web address while simultaneously promoting their status as a REALTOR®. Help your members strengthen their digital brand with a .REALTOR web address that supports their business goals, like these members:

- Focus on the areas they serve
  - www.CoronadoShoresFrankGabriel.REALTOR

- Focus on buyers
  - www.BuywithMiranda.REALTOR

- Focus on a real estate specialty
  - www.LuxuryLynae.REALTOR

- NEW! Focus on a designation or certification
  - www.CRSSusie.REALTOR
Today: For Realtors®, Firms & Boards

- An online web solution specifically for Realtors®
  - e-mail address ([info@Maria.Realtor](mailto:info@Maria.Realtor))
  - website solutions
  - Future - ancillary products (order business cards, yard signs, etc.)

Coming Soon

- NAR to start transition in 2016 from [www.realtor.org](http://www.realtor.org) to [www.NAR.Realtor](http://www.NAR.Realtor) as well as other web properties

- MLSs & Board Affiliated Groups
“Universal Acceptance is the concept that all domain names should be treated equally. Domain names and e-mail addresses should be Accepted, Stored, Processed and Displayed in a consistent and effective manner. Many systems still assume that domain names (and associated e-mail addresses) are only available in ASCII and that Top Level Domain names are restricted to a well-defined and constant two or three characters. Since the introduction of IDN ccTLDs in 2010 and the most recent wave of new gTLDs in 2013, this is no longer the case.”

- ICANN (Internet Corporation for Assigned Names and Numbers)
Your Customers

Does your site accept these new tlds on lead forms? customer profiles?

Make sure that Realtors®, other customers and consumer-facing areas of your online business allow the end-user to enter acceptable new tld web or e-mail addresses to lead forms, customer profiles, etc. That way .REALTOR, .realestate and other tlds will be accepted and not appear as an error or something the customer can’t enter in.

Resources

• [www.universalacceptance.link](http://www.universalacceptance.link)
• ICANN Factsheet & Quick Guide for Developers: [https://www.icann.org/resources/pages/universal-acceptance-2012-02-25-en#overview](https://www.icann.org/resources/pages/universal-acceptance-2012-02-25-en#overview)
Meeting Standards

The Tech Problem
The user enters:
- Web Address
- E-mail Address

Information for these fields may not accept new TLDs. Today, that includes even three characters with the introduction of Internationalized Domain Names (IDNs).

Why?
- Web browser recognition based on algorithm
- Software updates are needed
- Application or app that refers to a local file for stored TLD names should be updated or use DNS for domain validation (sample code at https://github.com/icann.)
“The problem isn't technical in nature; we know how to address the technical issues. What's needed is coordination and collaboration between far removed actors in the Internet world, so that the software and systems they create can act in a standard way and return a predictable experience to users. The era of hundreds of new TLDs requires new energy, focus and cooperation. New gTLD owners, software developers, network providers and infrastructure companies must work together to ensure their software, browsers, forms, apps, email and other systems are compliant and can handle all delegated new TLDs.”

- Ram Mohan, Executive Vice President & CTO, Afilias

Questions?
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Thank You