

Universal Acceptance

of the New Top-level Domains



2016
SPRING
CONFERENCE
CHICAGO
APRIL 19-21

 **RESO**
**REAL WORLD
STANDARDS**
for
SUCCESS

REAL ESTATE STANDARDS ORGANIZATION

SPEAKER S



**Second
Generation,
Ltd.**
The Embrescia
Companies

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**NATIONAL
ASSOCIATION of
REALTORS®**

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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
- Registry Operator for .Jobs, .Career, .REALTOR, .RealEstate, and .MED
- Partnership with NAR on .REALTOR & .realestate since 2007
- Uniqueness of .REALTOR registrar



»» Growth of TLDs since 2013



Source: <https://ntldstats.com/tld>

- 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

THEHUNGERGAMES.

www.thehungergames.movie/#?lang=us-en

MOVIE



TMOBILE.JOBS



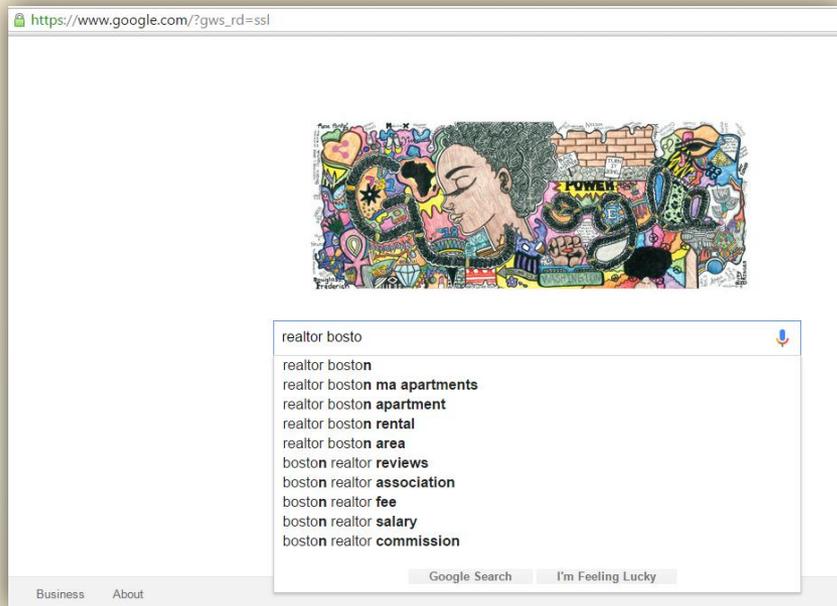
AVAILABLE ON DIGITAL HD MARKETPLACE AND DVD MARCH 22



WEARECITIZEN.S.BANK

- Many top-level domains are already in use
- Brands tlds in use
 - team.SUZUKI - racing website
 - home.barclays – banking
 - nic.fox – movie and tv

Value for Consumers



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

What We Do - NAR



Today: For Realtors®, Firms & Boards

- An online web solution specifically for Realtors®
 - web addresses (www.Maria.Realtor)
 - e-mail address (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 to www.NAR.Realtor as well as other web properties
- MLSs & Board Affiliated Groups

»» What is Universal Acceptance?

“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
- ICANN Factsheet & Quick Guide for Developers:
<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?

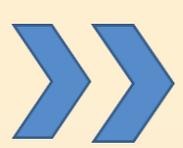
- Web browser recognition based on algorithm
- Software updates are needed
- Application or app that refers to a local file for stored TLD names should be updated or use DNS for domain validation (sample code at <https://github.com/icann>.)

»» Coordination & Collaboration

“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

Source: http://www.circleid.com/posts/20140207_more_problems_crop_up_universal_acceptance_of_top_level_domains



Questions?

SPEAKER S



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Website

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www.claim.REALTOR - signup

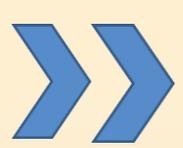
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9 am to 5 pm ET



Thank You