



## About

The National Association of Real Estate Investment Trusts is a Washington, D.C.-based trade association that represents industries such as real estate investment trusts (REITs), mortgage REITs, REITs traded on major stock exchanges, public non-listed REITs, and private REITs.

## gTLD use case

.reit

## Category

Community

## Registry Operator

National Association of Real Estate Investment Trusts, Inc.

## Contact

✉ [vdristas@reit.com](mailto:vdristas@reit.com)

gTLD

## What motivated you to apply for a new gTLD?

National Association of Real Estate Investment Trusts, Inc. is a trade association representing the REIT community and we wanted to ensure .reit would further the interests of the REIT community and be made available on a non-discriminatory basis worldwide only to companies that operate under national laws consistent with the well-accepted basics of the REIT approach to real estate investment. All .reit domains are required to serve the needs of the REIT community by providing information about or offering services related to the REIT.

## How are you using the gTLD?

We have always been looking to protect .reit for use by REITs, even if that came at a financial operating loss. The .reit gTLD gives companies verified as operating as REITs an opportunity to showcase themselves as taking a globally recognized approach to real estate investment. In that way, it helps protect the reputation of a REIT. It also provides assurance to global internet users that any domain name ending in .reit belongs to a genuine REIT.

## What were some of the considerations you made before applying?

The biggest consideration was determining whether to be a closed or community application.



Learn more at:  
[newgtldprogram.icann.org](http://newgtldprogram.icann.org)

## How has your organization benefited from operating a gTLD?

Having .reit has enhanced our mission as an organization that serves as the worldwide representative voice for REITs.

## How has having a gTLD changed or impacted your business?

Knowing we are protecting REITs and providing them with an opportunity to showcase a well recognized real estate investment accreditation.

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– National Association of Real Estate Investment Trusts, Inc., Registry Operator

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