

IPO approves *Realter* [Rltr] as official title for real estate professionals worldwide

MARIKINA, PH —There is a new officially approved professional title for real estate practitioners —

Realter. This word will soon find its way as new entry in the dictionary, and it will read as follows:

REALTER. *Definition:* [A patented service mark. *Pronunciation:* \rē(-ə)-tər, rē-al-tər\. *Abbreviation:* Rltr.. *Plural:* Realters. *Verb intransitive:* Realteer. *Verb present participle:* Realteering. *Verb past participle:* Realteered]. Referring to real estate service practitioners who are registered in Realter Society and given extension of license by its patent owner. Realter and its abbreviation Rltr are exclusively used as professional titles before the names of members of Realter Society worldwide.

After 14 months of due diligence by experts in the Intellectual Property Office Philippines (IPOPHIL), the RLTR REALTER SOCIETY INTERNATIONAL 2011, its website REALTERSOCIETY.ORG, its service mark (logo), and manner of use were finally approved on 28 September 2012; and awarded with Trademark Registration No. 42011990441.

Real estate practitioners anywhere around the world, regardless of nationality, who want to use this prestigious Realter (Rltr) professional title may individually apply for extension of patent license by registering in Realter Society. The innovator defines the



term *professional practitioner* as a service provider who does it for a living (for a fee).

Qualified to register are *real estate* financiers; agents such as brokers, salespersons, auctioneers, referral agents, buyer agents; dealers, short sellers, operators of for-sale-by-owner (FSBO) advertising facilities; administrators of condominium and subdivision homeowners associations; general managers of hotels, resorts, and golf and country clubs; registrar of deeds; educators; builders such as developers, architects, interior designers, construction consultants; valuers such as appraisers, assessors; documenters such as liaison officers, publishers of real estate classified ads, photographers; and scholars.

Realter Society members get the following rights: (1) the right to use the patented Realter and Rltr professional titles and logo, (2) the right to enjoy the award policy of Realter Society, and (3) the right to wear exclusive insignia products of Realter Society.

A person with a Rltr title before his/her name need not explain too much that he/she is in the real estate sector. The Rltr title bearer enjoys the automatic public perception that he/she is a real estate service practitioner.

Rltr title operates like a powerful slogan; it is short, easily said, catchy, and has quick recall factor. Since it is a new title, having it in your business card would trigger curiosity, then it becomes a conversation starter which can possibly propagate to customer inquiries that may open up a wide door of business opportunities for the Rltr® title-bearer.

Realter Society is designed solely as *REGISTRY* of the Rltr® title users. Realter Society does *NOT* offer real estate products (such as house, lots, condo units, burial lots, etc.) nor services (such as agency, appraisal, build consultancy, etc.). Realter Society has no intention to compete with the respective businesses and organizations of its individual members.



The individual membership registration fee in Realter Society is P2.00 per day, prorated from the day the person registers up to the general renewal date of 28 September 2022. Incumbent Assessors of Local Government Units and Regional Directors of Registry of Deeds are exempted from the membership fee.

The innovator of this new professional title is **Rltr. John R. Petalcorin**, born in Maramag Bukidnon PH in 1973, a product of the College of Economics and Management of the University of the Philippines at Los Banos, and a licensed real estate broker since 1998 specialized in *pro bono* consumer rights advocacy and peer coaching.



Contact information, registration process, and answers to frequently asked questions can be found at <http://realtersociety.org>

