



BROKER LISTING COOPERATIVE®

**Broker Listing Cooperative® Listing Service
Explanation of Trademark Language & Preferred Usage**

It is important that the terms BLC® listing service and Broker Listing Cooperative® listing service be used in a consistent manner as to protect its usage into the future.

The BLC® listing service and Broker Listing Cooperative® listing service should not be used as a noun but as an adjective that describes a noun so you will often see in official MIBOR communication the words "listing service" following BLC® and Broker Listing Cooperative®.

Members are highly encouraged to use the terms in the same consistent manner.

Preferred Usage:

BLC® listing service or Broker Listing Cooperative® listing service