

## NAR Accredited Designations & Courses

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### REALTOR® Family Designation Programs

The NATIONAL ASSOCIATION OF REALTORS® has nine affiliated Institutes, Societies, and Councils that provide a wide-ranging menu of programs and services that assist members in increasing skills, productivity and knowledge. Designations acknowledging experience and expertise in various real estate sectors are awarded by each Affiliated group upon completion of required courses. In addition, NAR offers five certification programs to its members.



#### **ABR, Accredited Buyer Representative**

With over 40,000 members, REBAC is the largest association of real estate professionals focusing aspects of buyer representation. Over 30,000 ABR designees have completed the REBAC course, passed the test and provided documentation of buyer agency experience.

#### **REBAC (Real Estate Buyer's Agent Council)**

Contact [REBAC \(mailto:rebac@realtors.org\)](mailto:rebac@realtors.org), 800-833-6224, or visit the [REBAC Web site \(http://www.rebac.net\)](http://www.rebac.net).



#### **ABRM, Accredited Buyer Representative Manager**

Geared to real estate firm brokers, owners and managers that have or wish to incorporate buyer representation into their daily practice, designees have taken and passed both the ABR® and ABRM course and provided documentation of past management experience.

#### **REBAC (Real Estate Buyer's Agent Council)**

Contact [REBAC \(mailto:rebac@realtors.org\)](mailto:rebac@realtors.org), 800-833-6224 or visit the [REBAC Web site \(http://www.rebac.net\)](http://www.rebac.net).



### **ALC, Accredited Land Consultant**

ALC's are the recognized experts in land brokerage transactions of five specialized types: (1) farms & ranches; (2) undeveloped tracts of land; (3) transitional and development land; (4) subdivision wholesaling of lots; and (5) site selection and assemblage of land parcels. Acquire valuable skill through educational offerings leading to the ALC designation.

### **REALTORS® Land Institute (RLI)**

For information on the ALC designation call 800/5263, visit the [RLI Web site \(http://www.rliand.com\)](http://www.rliand.com) or e-mail [rli@realtors.org \(mailto:rebac@realtors.org\)](mailto:rebac@realtors.org).



### **CCIM, Certified Commercial Investment Member®**

CCIMs are recognized experts in commercial real estate brokerage, leasing, valuation and investment analysis. The CCIM business network includes more than 7,500 designees and an equal number of candidates principally in North America, but also Asia and Europe. CCIMs are backed by a respected education program, as well as superior technology products and business resources.

### **CCIM Institute**

Call 800/621-7027, visit the [CCIM Web site \(http://www.ccim.com\)](http://www.ccim.com).



### **CIPS, Certified International Property Specialist**

The CIPS network is comprised of 1,500 real estate professionals from 50 countries who deal in all types of real estate, but with one common element: the focus is specifically on the "international" market.

Whether traveling abroad to put deals together, assisting foreign investors, helping local buyers i abroad, or serving an immigrant niche in local markets, CIPS designees are consumers' best resource to ensure they are dealing with a professional skilled in the unique aspects of international real estate.

## **NATIONAL ASSOCIATION OF REALTORS**

Call NAR Customer Service at 800/874-6500, e-[NAR International \(mailto:narglobe@realtors.org\)](mailto:narglobe@realtors.org) visit the [CIPS Education \(/cipshome.nsf/pages/education\)](http://cipshome.nsf/pages/education) page.



## **CPM, CERTIFIED PROPERTY MANAGER®**

Acquire valuable real estate management skills through educational offerings leading to the CPM designation. CPM® members have the competitive edge in every area of real estate management from residential to commercial to industrial.

## **Institute of Real Estate Management (IREM)**

Contact Customer Service at 800/837-0706, ext. or visit the [IREM Web site \(http://www.irem.org\)](http://www.irem.org).



## **CRB, Certified Real Estate Brokerage Manager**

The Certified Real Estate Brokerage Manager (CRB) designation is recognized industry-wide as the measure of success in brokerage and real estate business management. The designation is awarded by the Council of Real Estate Brokerage Managers (CREB) REALTORS® who have completed the Council's advanced educational and professional requirements. CRB designees consistently increase their level of industry knowledge, advance their earning and growth potential, increase their firm's profitability and benefit from active involvement in our network of real estate professionals. The new CRB Designation Program now provides credit for management experience, higher education and previously earned NAR

designations. Additional credits can be earned through the Council's management education programs delivered live or by Self Study on CD-F

### **Council of Real Estate Brokerage Manage**

For more information, contact [CRB \(mailto:info@crb.com\)](mailto:info@crb.com), call 800/621-8738 or visit [CRB Web site \(http://www.CRB.com\)](http://www.CRB.com).



### **CRS®, Certified Residential Specialist®**

Agents can maximize their potential by earning th CRS® Designation and joining the organization t has served top-producing residential sales agent since 1977. The more than 35,000 CRS® Desigr benefit from nationwide referral opportunities, a professional image that attracts customers, and and marketing support. The CRS® Designation i awarded to experienced REALTORS® who com advanced training in listing and selling, and meet rigorous production requirements.

### **Council of Residential Specialists**

Contact Customer Services at 800/462-8841, vis [CRS Web site \(http://www.crs.com\)](http://www.crs.com).



### **CRE, Counselor of Real Estate**

The Counselor of Real Estate – or CRE – is a member of The Counselors of Real Estate, an international group of recognized professionals w provide seasoned, objective advice on real propo and land-related matters. Only 1,100 practitioner throughout the world carry the CRE designation. Membership is by invitation only.

### **Counselors of Real Estate**

Call 312/329-8427 or visit the [CRE Web site \(http://www.cre.org\)](http://www.cre.org).



### **GAA, General Accredited Appraiser**

Certified general appraisers wishing to increase their visibility should consider pursuing the GAA designation. The GAA designation is awarded to appraisers whose education and experience exceed state appraisal certification requirements and is supported by the NATIONAL ASSOCIATION OF REALTORS®.

### **NATIONAL ASSOCIATION OF REALTORS**

Call 800/874-6500 ext. 8393 or visit the [NAR Appraisal page \(/wps/wcm/connect/ro-content/ro/appraisal/appraisal/DesignationInforma](#)



### **Green Designation**

The National Association of REALTORS® (NAR) Green Designation is the definition of green professionalism, excellence, and leadership for today's real estate practitioners. Specifically designed to address the educational needs of practitioners in residential, commercial, and property management markets, this training program is a true cross-over designation and the only green designation recognized by NAR.

### **The Green Resource Council**

Established by the National Association of REALTORS® (NAR), the Green Resource Council serves real estate professionals by providing comprehensive training and access to cutting-edge resources and tools as well as promoting green excellence, leadership, and consumer awareness within and across multiple real estate disciplines. Practitioners who complete the 3-day program are awarded NAR's Green Designation, the only green training program recognized by the NAR.

For information on the Green Designation, visit the [Green Web site](#)

<http://www.greenresourcecouncil.org>) (at [www.greenresourcecouncil.org](http://www.greenresourcecouncil.org)) or email [greendesignation@realtors.org](mailto:greendesignation@realtors.org) (<mailto:greendesignation@realtors.org?subject=R.org%20Designations%20%26%20Certifins>)



### **GRI Graduate REALTOR® Institute**

Members involved in residential real estate who have a solid base of information for their practice will want to participate in the REALTOR® Institute program to earn the GRI designation.

### **NATIONAL ASSOCIATION OF REALTORS**

Contact your State REALTOR® Association for course dates and locations or go to the listing of REALTOR® Associations [available here](#) (<http://www.realtor.org/leadshp.nsf/webassoc?OpenView>).

NAR maintains a clearinghouse of information for individuals interested in the GRI program. For more information, visit the [new GRI site \(/griclear.nsf?OpenDatabase\)](#)



### **PMN, Performance Management Network**

The Performance Management Network (PMN) is a new REALTOR® designation that's built from the ground up to bring you the real-world skills, the know-how and the tools that will keep your business on front and on top of a lightning-fast market. This designation is unique to the REALTOR® family of designations, focusing on the idea that in order to enhance your business, you must enhance yourself. The curriculum is driven by the following topics: negotiating strategies and tactics, networking and referrals, business planning & systems, personal performance management and cultural differences in buying and selling.

## Women's Council of REALTORS®

Contact the WCR [Education Department \(mailto:wcr@wcr.org\)](mailto:wcr@wcr.org), 800/245-8512 or visit the [Web site \(http://www.wcr.org\)](http://www.wcr.org).



### RCE, REALTOR® association Certified Executive

Association executives interested in demonstrating their commitment to the field of REALTOR® association management should pursue the RCE designation. RCE AEs are recognized for their specialized industry knowledge and their association achievements and experience.

## NATIONAL ASSOCIATION OF REALTORS®

Contact [Renee Holland \(mailto:rholland@realtors.org\)](mailto:rholland@realtors.org), 312/329-8545. More information can be found at the [Association Executives Homepage \(http://realtor.org/RCEonline.nsf/pages/rcehomepage\)](http://realtor.org/RCEonline.nsf/pages/rcehomepage)



### Residential Accredited Appraiser

Certified residential appraisers wishing to increase their visibility should consider pursuing the RAA designation. The RAA designation is awarded to appraisers whose education and experience exceed state appraisal certification requirements and is supported by the NATIONAL ASSOCIATION OF REALTORS®.

## NATIONAL ASSOCIATION OF REALTORS®

Call 800/874-6500, ext. 8393, or visit the [NAR Appraisal page \(/wps/wcm/connect/ro-content/ro/appraisal/appraisal/DesignationInformation\)](http://wps/wcm/connect/ro-content/ro/appraisal/appraisal/DesignationInformation)



### **SRES®, Seniors Real Estate Specialist**

The SRES® Designation program trains REALTORS® to profitably and ethically serve the estate needs of clients age 50+. Includes first year membership in SRES Council and its umbrella of services.

### **SRES Council**

Call 800-500-4564 or visit the [SRES Web site \(http://www.seniorsrealestate.com/\)](http://www.seniorsrealestate.com/).



### **SIOR, Society of Industrial and Office REALTORS®**

Individuals certified with the SIOR designation are producers in industrial and office real estate brokerage. SIOR's network includes more than 2 members in 480 cities in 20 countries on six continents. The Society's mandatory re-certification requirement assures clients of the designee's excellence in the fast changing commercial brokerage field.

### **Society of Industrial and Office REALTOR**

Contact Membership at 202/449-8200 or visit the [SIOR Web site \(http://www.sior.com/\)](http://www.sior.com/).

## **NAR Family Certifications and Certificate Courses**



### **At Home with Diversity Certification**

A ground-breaking professional education initiative designed to provide America's real estate professionals with training and tools to expand their business as well as home ownership opportunities for more Americans.

AHWD certification relays to the public that those certified have been professionally trained in and are sensitive to a wide range of cultural issues inviting a wider volume of business from a greater variety of cultures.



For more information on this course and its business principles, please visit the [At Home With Diversity \(/divweb.nsf\)](#) sub-site or contact [Diversity \(mailto:diversity@realtors.org\)](mailto:diversity@realtors.org), 202/383-1201.



### **e-PRO®**

e-PRO® is a revolutionary training program presented entirely online to certify real estate agents and brokers as Internet Professionals. The NATIONAL ASSOCIATION OF REALTORS® is the first major trade group to offer certification for online professionalism.

e-PRO® is not just about technology - it's about how you can leverage your most powerful asset, your people-skills, into doing more business on the Internet.

e-PRO® gives you:

- Exhaustive Internet Training
- Unique Competitive Advantage
- Professional Distinction
- CE credit is now available in several states

For more information on the e-PRO® certification, visit the [REALTOR e-PRO® Web site \(http://www.eProNar.com\)](http://www.eProNar.com).

### **REPA(sm), Real Estate Professional Assistants(sm) Certificate Course**

[REPA \(http://www.professional-assistant.com\)](http://www.professional-assistant.com) is a comprehensive two-day certificate course that provides an intensive introduction to the real estate business and to the specific ways support staff can become valuable assets to their employers. Every administrative employee in the brokerage office, from listing secretary to the personal assistant, will benefit tremendously from this quick-start program.

For more information, visit the [Real Estate Professional Assistant \(http://www.professional-assistant.com\)](http://www.professional-assistant.com) Web site.



### **Resort & Second-Home Property Specialist Certification**

RSPS certification is offered by NAR Resort for resort and second-home professionals around the world. REALTORS® specializing in resort and second-home markets and interested in demonstrating their knowledge and expertise should pursue the RSPS certification. The RSPS core certification requirements include the NAR Resort & Second-Home Market Course and the RLI Tax-Deferred (1031) Exchange Course. RSPS applicants will also choose from nine

different elective choices including courses from the NAR Education Matrix and the NAR Resort Symposium held every 18 months.

For more information, NAR Resort 312/329-8393, or visit the [NAR Resort Web site \(/resort\)](#).



### **Transnational Referral Certification**

The goal of this certification offered by the National Association of REALTORS® is to prepare real estate professionals to make and receive compensated referrals using the Transnational Referral system developed NAR and the International Consortium of Real Estate Associations (ICREA). Students will learn how to integrate international referrals, resulting in increased income, into their business plans.

When you are involved in an international referral, as a referring or receiving agent, the Transnational Referral Certification demonstrates to other real estate professionals that you are well versed in the procedures of the Transnational Referral system, have pledged to follow a code of conduct in business dealings, and expect that compensation, paid in a timely manner, will be an integral part of the transaction.

For more information call 800/874-6500 ext. 8412 or visit [NAR International: Transnational Referral Certification \(/cipshome.nsf/pages/trc\)](#)

