

# REALTOR® DESIGNATIONS

## **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 two certification programs to its members.



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

With over 40,000 members, REBAC is the largest association of real estate professionals focusing on all 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 at 1-800-648-6224 or visit the REBAC website: [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 at 1-800-648-6224 or visit the REBAC website: [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 and ranches; (2) undeveloped tracts of land; (3) transitional and development land; (4) subdivision and wholesaling of lots; and (5) site selection and assemblage of land parcels. Acquire valuable skills through educational offerings leading to the ALC designation.

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

For information on the ALC designation call 1-800-441-5263 or visit the RLI website: [www.riland.com](http://www.riland.com) e-mail: [rli@realtors.org](mailto:rli@realtors.org)



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

CCIM's 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 in Asia and Europe. CCIM's are backed by a respected education program, as well as superior technology products and business resources.

### **CCIM Institute**

Call 1-800-621-7027 or visit the CCIM website: [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: they are focused specifically on the "international" market. Whether traveling abroad to put deals together, assisting foreign investors, helping local buyers invest 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 1-800-874-6500, e-mail NAR International: [narglobe@realtors.org](mailto:narglobe@realtors.org) or visit the CIPS website: [www.realtor.org/cips](http://www.realtor.org/cips)



### **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 1-800-837-0706, Ext. 4650 or visit the IREM website: [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 to 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 career 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-ROM.

### **Council of Real Estate Brokerage Managers**

For more information call 1-800-621-8738 or visit the CRB website: [www.crb.com](http://www.crb.com)



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

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

### **Council of Residential Specialists**

Call 1-800-462-8841 or visit the CRS website: [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 who provide seasoned, objective advice on real property and land-related matters. Only 1,100 practitioners throughout the world carry the CRE designation. Membership is by invitation only.

### **Counselors of Real Estate**

Call 1-312-329-8427 or visit the CRE website: [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 1-800-874-6500 ext. 8393 or visit the NAR Appraisal page: [www.realtor.org/rodesign.nsf/pages/AppraisalCtr](http://www.realtor.org/rodesign.nsf/pages/AppraisalCtr)



### **GRI Graduate REALTOR Institute**

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

### **NATIONAL ASSOCIATION OF REALTORS®**

Visit CAR's website for course dates and locations: [www.ctrealtor.com](http://www.ctrealtor.com)

NAR maintains a clearinghouse of information for individuals interested in the GRI program. For more information, visit the GRI page:

[www.realtor.org/griclear.nsf](http://www.realtor.org/griclear.nsf)



### **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 out front and on top of a lightning-fast market. This designation is unique to the REALTOR® family 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 WCR at 1-800-245-8512 or visit the WCR website: [www.wcr.org](http://www.wcr.org)



### **RCE, REALTOR® association Certified Executive**

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

### **NATIONAL ASSOCIATION OF REALTORS®**

Call 1-312-329-8545 or visit the Association Executives Homepage:  
[www.realtor.org/RCEonline.nsf](http://www.realtor.org/RCEonline.nsf)



### **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 1-800-874-6500, ext. 8393, or visit the NAR Appraisal page:  
[www.realtor.org/rodesign.nsf/pages/AppraisalCtr](http://www.realtor.org/rodesign.nsf/pages/AppraisalCtr)

---



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

Individuals certified with the SIOR designation are top producers in industrial and office real estate brokerage. SIOR's network includes more than 2,800 members in 480 cities in 20 countries on six continents. The Society's mandatory recertification requirement assures clients of the designee's excellence in the fast changing commercial brokerage field.

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

Call 1-202-449-8200 or visit the SIOR website: [www.sior.com](http://www.sior.com)



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

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

### **SRES Council**

Call 1-800-500-4564 or visit the website: [www.sres.com](http://www.sres.com)

## NAR Family Certifications



### 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 homeownership 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 page: [www.realtor.org/divweb.nsf](http://www.realtor.org/divweb.nsf) or call 1-202-383-1201.



### 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 including CT!

For more information on the e-PRO® certification, visit the REALTOR e-PRO® website: [www.epronar.com](http://www.epronar.com)



### REPA<sup>sm</sup>, Real Estate Professional Assistant<sup>sm</sup>

REPA 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 REPA website: [www.professional-assistant.com](http://www.professional-assistant.com)



### **Resort & Second-Home Markets Certification**

The RSPS is a new certification offered by NAR Resort for resort & second-home REALTORS 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 visit the NAR Resort website:  
[www.realtor.org/resort](http://www.realtor.org/resort) or call 1-312-329-8393.



### **Transnational Referral Certification**

The goal of this certification is to prepare real estate professionals to make and receive compensated referrals using the Transnational Referral system developed by 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 visit: [www.realtor.org/cipshome.nsf](http://www.realtor.org/cipshome.nsf)

### **CONNECTICUT ASSOCIATION OF REALTORS®, INC.**

111 Founders Plaza, Suite 1101

East Hartford, CT 06108

Toll-free: 1-800-335-4862

Fax: (860) 290-6615

[WWW.CTREALTOR.COM](http://WWW.CTREALTOR.COM)

### **NATIONAL ASSOCIATION OF REALTORS®**

Headquarters: 430 North Michigan Avenue, Chicago, IL. 60611  
DC Office: 500 New Jersey Avenue, NW, Washington, DC 20001

[WWW.REALTOR.ORG](http://WWW.REALTOR.ORG)

NAR TOLL FREE: 1-800-875-6500