

REALTOR® Family Designation Programs

The NATIONAL ASSOCIATION OF REALTORS® and its affiliated Institutes, Societies, and Councils provide a wide-range of programs and services that assist members in increasing skills, proficiency, and knowledge. Designations and certifications acknowledging experience and expertise in various real estate sectors are awarded by NAR and each affiliated group upon completion of required courses.



Accredited Buyer's Representative / ABR®

ABR® education provides REALTORS® with what they need to stay competitive in today's market. Member benefits such as marketing tools, a referral network and other resources, help to promote their business. Courses for the designation are available both in person and online.

Presented by REBAC (Real Estate Buyer's Agent Council)

Contact REBAC at rebac@realtors.org, 800/648-6224, or visit www.rebac.net.



Accredited Buyer's Representative Manager / ABRMsm

The ABRMsm real estate broker course was developed for managers, brokers and owners who wish to better incorporate buyer representation into their company's service offerings. Designees have taken and passed both the ABR® and ABRMsm course and provided documentation of past management experience. Courses for the designation are available both in person and online.

Presented by REBAC (Real Estate Buyer's Agent Council)

Contact REBAC at rebac@realtors.org, 800/648-6224, or visit www.rebac.net.



Accredited Land Consultant / ALCsm

The REALTORS® Land Institute serves a unique constituency in the real estate industry -- those who broker, lease, sell, develop, and manage land assets, including vacant, transitional land; agricultural and pastureland; timberland; and ranch and recreational properties. Through its rigorous Land University curriculum, the REALTORS® Land Institute confers its Accredited Land Consultant (ALCsm) designation to only those real estate practitioners who achieve the highest level of education, experience, and professionalism.

Presented by the REALTORS® Land Institute (RLI)

Contact RLI at RLI@realtors.org, 800/441-5263, or visit www.RLILand.com.



Certified Commercial Investment Member / CCIMsm

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

Presented by the CCIM Institute

Contact CCIM at 800/621-7027, or visit www.ccim.com.



Certified International Property Specialist / CIPS®

The Certified International Property Specialist Network (CIPS Network) comprises 2,500 real estate professionals from 50 countries and is the specialty membership group for global business practitioners of the National Association of REALTORS®. The CIPS® designation prepares REALTORS® to service the growing international market in their local community by focusing on culture, exchange rates, investment trends, and legal issues.

Presented by the NATIONAL ASSOCIATION OF REALTORS®

Contact Information Central at NAR International, 800/874-6500, ext. 8369, or visit CIPS Education.



Certified Property Manager / CPM®

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.

Presented by Institute of Real Estate Management (IREM)

Contact IREM® Customer Relations at 800/837-0706, ext. 4650, or visit www.irem.org.



Certified Real Estate Brokerage Manager / CRBsm

The Certified Real Estate Brokerage Manager (CRBsm) is one of the most respected and relevant designations offered in real estate business management. The CRBsm designation is awarded to REALTORS[®] who have completed advanced educational and professional requirements. CRBsm Designees are better positioned to streamline operations, integrate new technology and apply new trends and business strategies. Join today and discover a new approach to enhancing knowledge and leveraging opportunity. CRB Courses are offered in a classroom setting or online in the Council's e-Learning Center.

Presented by Council of Real Estate Brokerage Managers

For more information, e-mail info@crb.com, call 800/621-8738, or visit www.CRB.com.



**The Proven Path
TO SUCCESS**

Certified Residential Specialist[®] / CRS[®]

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 rigorous production requirements.

Presented by Council of Residential Specialists

Contact Customer Service by e-mail at CRS Help, call 800/462-8841, or visit www.crs.com.



Counselor of Real Estate / CRE[®]

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.

Presented by The Counselors of Real Estate

Contact CRE[®] at 312/329-8427, or visit www.cre.org.



General Accredited Appraiser, GAAsm

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

Presented by NATIONAL ASSOCIATION OF REALTORS®

Call 800/874-6500 ext. 8268, or visit [Appraisal Designation Programs](#).



NAR's Green Designation / GREEN

The National Association of REALTORS® created NAR's Green Designation to provide ongoing education, resources and tools so that real estate practitioners can successfully seek out, understand, and market properties with green features. The course curriculum requires completion of a 12hr Core Course and a 6hr Elective Course in either residential, commercial, or property management. All courses are available in live lecture and online formats. NAR's Green Designation gives designees the tools to become a community leader and resource in sustainable issues.

Presented by 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, e-mail greendesignation@realtors.org, call 800/498-9422, or visit www.GreenREsourceCouncil.org.



Graduate REALTOR® Institute / GRIsm

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 GRIsm designation.

Presented by NATIONAL ASSOCIATION OF REALTORS®

Contact your State REALTOR® Association for course dates and locations.

NAR maintains a clearinghouse of information for individuals interested in the GRIsm program. For more information call 800/874-6500 ext. 8215.



Performance Management Network / PMN

The Performance Management Network (PMNsm) 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.

Presented by Women's Council of REALTORS®

Contact the WCR at [Education Department](#), 800/245-8512, or visit the [WCR Web site](#).



REALTOR® association Certified Executive / RCE

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

Presented by NATIONAL ASSOCIATION OF REALTORS®

Contact [Renee Holland](#), 312/329-8545. More information can be found at the [Association Executives Homepage](#).



Residential Accredited Appraiser / RAAsm

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

Presented by **NATIONAL ASSOCIATION OF REALTORS®**

Call 800/874-6500, ext. 8268, or visit the [Appraisal Designation Programs](#) Web site.

Seniors Real Estate Specialist, SRES®

The SRES® Designation program educates REALTORS® to profitably and ethically serve the real estate needs of the fastest growing market in real estate, clients age 50+. By earning the SRES designation you gain access to valuable member benefits, useful resources, and networking opportunities across North America and Canada to help you in your business.

Presented by **SRES Council**

Call 800/500-4564 or visit www.seniorsrealestate.com.



Society of Industrial and Office REALTORS® / SIOR®

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 re-certification requirement assures clients of the designee's excellence in the fast changing commercial brokerage field.

Presented by **Society of Industrial and Office REALTORS®**

Contact Membership at 202/449-8200 or visit www.sior.com.

NAR Family Certifications



At Home With Diversity / AHWD®

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.

Presented by **NATIONAL ASSOCIATION OF REALTORS®**

For more information on this course and its business principles, please contact [Diversity](#), 800/874-6500 ext. 8393, or visit [At Home With Diversity](#).



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

Presented by NATIONAL ASSOCIATION OF REALTORS®

For more information on the e-PRO® certification, call 800/874-6500 ext. 8543 or visit www.eProNAR.com.



Real Estate Professional Assistantsm / REPAsm

[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.

Presented by NATIONAL ASSOCIATION OF REALTORS®

For more information, visit the [Real Estate Professional Assistant](#) Web site.



Resort & Second-Home Property Specialist / RSPS

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 requirement includes the NAR Resort & Second-Home Market Course. RSPS applicants will also choose from twenty three different elective choices including courses from the NAR Education Matrix and the NAR Resort Symposium held every 18 months.

Presented by NATIONAL ASSOCIATION OF REALTORS®

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



Short Sales and Foreclosures Resource / SFR

REALTORS® with the SFR certification can be a trusted resource for short sales and foreclosures. Your ability to close short sales and foreclosures depends in part on your confidence in seeing these transactions through. Begin building your confidence today with SFR!

Presented by NATIONAL ASSOCIATION OF REALTORS®

For more information e-mail SFR@realtors.org, call 877/510-7855, or visit www.realtorSFR.org.

TRC 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.

Presented by NATIONAL ASSOCIATION OF REALTORS®

For more information call 800/874-6500 ext. 8369 or visit [NAR International: Transnational Referral Certification](#).