

GROW
YOUR BUSINESS
WITH NAR
DESIGNATIONS
& CERTIFICATIONS



NATIONAL
ASSOCIATION *of*
REALTORS®

In a market where increased marketability and differentiation are key, there's never been a better time to educate oneself to serve today's consumer.

Increase your business and stand out from the crowd with an NAR designation or certification.

From buyer representation to social media and short sales, NAR offers education programming in nearly every real estate niche. This brochure highlights our various designations and certifications, including their requirements and benefits. Courses are available both online and in the classroom so you can choose the format that best fits your schedule and learning style.

Whether you're looking to earn a designation or certification, we have something to take your career to the next level.

¹ 2017 Home Buyer and Seller Generational Trends, National Association of REALTORS®

² 2017 Profile of International Activity in U.S. Residential Real Estate, National Association of REALTORS®

³ 2017 Profile of Home Buyers and Sellers, National Association of REALTORS®

⁴ 2016 Veterans and Active Military Home Buyers and Sellers Profile, National Association of REALTORS®

⁵ Investment and Vacation Home Buyers Survey 2017, National Association of REALTORS®



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The Accredited Buyer's Representative (ABR®) Designation

Represent the Needs of Homebuyers During the Real Estate Transaction

The Accredited Buyer's Representative (ABR®) designation is the benchmark of excellence in buyer representation. The designation program establishes a foundation of training, skills, and resources to help real estate professionals succeed as a buyer's representative.

The ABR® designation's two-day core course is specifically designed to; help you conduct a buyer counseling session, sign buyer-clients to a written buyer representation agreement, negotiate buyer-clients' offers, and bring the transaction to a successful close.

When you decide to earn your ABR® designation, you gain:

- Ongoing specialized information, programs, and updates that help you stay on top of the issues and trends associated with buyer representation.
- Access to members-only benefits such as marketing tools and resources, which provide an additional competitive edge for ABR® designees.



88%

of homebuyers purchased
their home from a real
estate agent or broker.¹

Member Benefits

The ABR® designation provides many membership benefits to help your business and network grow. Here are just a few:

- **www.HomeBuying.realtor** – website that hosts a home buying tips blog and explains why it is important for consumers to work with an ABR® designee.
- **Deductr** – innovative app that assists you in tracking your income, expenses, time, and mileage throughout the year, making tax-time virtually effortless. Available at a special rate for REBAC members.
- **Customizable Marketing Tools** – professionally designed postcards, ads, and consumer handouts.
- **The Homebuyer's Toolkit** – a handy 36-page booklet that walks consumers through the home buying process and encourages them to work with an ABR® designee.
- **Consumer One-Sheets** – printable handouts on home buying topics. Perfect for a homebuyer counseling session.
- **ABR® Print Shop** – customize, order, and mail marketing materials conveniently online, for a great price.
- **ABR® Referrals & Networking Community** – a private Facebook group where ABR® designees can interact and share referrals across the U.S. and around the world.
- **Online Referral Database** – national directory of ABR® designees where both homebuyers and REALTORS® search to find qualified REALTORS® in a desired location.
- **A Homebuyer's Seminar Guide** – instructions on how to plan and present your own homebuyer's seminar.

Member Publications

- **Today's Buyer's Rep** – monthly print newsletter that keeps members informed about timely issues, events, and member benefit updates.
- **TBR Hotsheet** – weekly e-newsletter with briefs and links to stories pertaining to buyer's representatives.
- **RISMedia's Real Estate Magazine** – available to members for free online.

Designation Requirements

These five (5) requirements must be met to attain and use the ABR® designation:

1. Successful completion of the two-day ABR® Designation Course.
2. Successful completion of one elective course.
3. Submitted documentation verifying five completed transactions in which the ABR® candidate acted as a buyer's representative.
4. Membership in good standing in the Real Estate Buyer's Agent Council (REBAC). Course enrollment includes a free, one-year membership with REBAC. Annual dues are \$110 each year thereafter.
5. Maintain active membership status with the National Association of REALTORS® or an NAR cooperating association.

For more information, visit REBAC.net or email REBAC@realtors.org.

The Certified International Property Specialist (CIPS) Designation

Successfully Grow Your Global Market

Global real estate opportunities are everywhere. People move to the U.S. from other countries every day and immigrants residing in the U.S. move to new markets. Americans in your current market may look to invest in properties overseas. No matter which audience you cater to, the Certified International Property Specialist (CIPS) designation will provide you with the knowledge, research, network and tools to globalize your business.

The CIPS designation gives you five full days of study focusing on the critical aspects of global real estate transactions, including:

- Globalization of economies and international capital flow.
- Marketing and business planning strategies.
- Roles, expectations, and cultural business practices of global transactions.



**\$153
BILLION**
the amount of U.S.
residential real
estate purchased by
foreign buyers last year.²

Expand Your Referral Network

CIPS designees are a unified group of practitioners who look to other designees first when referring business. By earning your CIPS designation, you instantly align yourself with the best in the business, and set yourself apart as a global expert.

Member Benefits

- Access to the CIPS Network comprised of nearly 4,000 designees from 48 countries—and growing!
- A customized profile in the online CIPS Directory
- Access to the CIPS designees only Facebook group
- Discounted tickets for select events at the NAR meetings
- Use of the prestigious and internationally-recognized CIPS logo and brand
- Customizable print and web-based marketing materials
- Advertising discounts in various global publications
- Subscription to the CIPS bi-monthly print publication, *Global Perspectives*
- Discount on the Canadian Real Estate Association (CREA) Global Affiliate subscription fee
- Listhub Global discount (brokers only)

Designation Requirements

These four (4) requirements must be met to attain and use the CIPS designation:

1. Successful completion of two core and three elective courses.
2. Submit designation application.
3. Pay application fee and annual designation dues (U.S. and Canada only) or a one-time fee for international REALTORS®.
4. Membership in good standing in the National Association of REALTORS®.

NAR's Green Designation

Respond to Client Demands Within Homes and Communities

NAR's Green Designation will teach real estate professionals how to increase their income by helping clients make informed choices about the resource-efficiency and performance of the homes they live in, sell, and buy. When you earn NAR's Green Designation, you'll gain:

- Access to customizable members-only marketing tools to help you build your business and gain a competitive edge.
- A comprehensive understanding of how homes with green features should be marketed differently than traditional homes.
- Market research about communicating with clients interested in different facets of green.
- Improved visibility as a trusted advisor and source of information on the topic.



Member Benefits

- **Online Directory Profiles** – connect members with potential clients through visibility on multiple online profiles.
- **Social Engagement Platform** – share relevant content on green issues with your clients through ready-to-send posts for Facebook, Twitter, and your blog or website.
- **Green MLS Resources** – access documents and best practices that can help shorten time on market and boost appraisal value when using appropriate MLS fields to market green features in your MLS listings.
- **Green Client Handouts** – help clients understand the benefits of resource-efficiency with a variety of customizable flyers.
- **Monthly Webinars** – attend monthly offerings exclusively for NAR Green Designees and available at no additional cost. Webinars are hosted by industry experts and address timely green trends and issues.
- **The REsource e-Newsletter** – stay updated on green events, statistics, and trends with this monthly e-Newsletter published by the Green REsource Council.
- **GRC Facebook Group** – share experiences, discuss local efforts, and gain referrals when you log on to Facebook and join NAR’s Green Designation Networking Community.

85%

of buyers consider high-efficiency heating and cooling features at least “somewhat important.”³

Designation Requirements

These four (4) requirements must be met to attain and use NAR’s Green Designation:

1. Successful completion of NAR Green Day 1: Resource-Efficient Homes: Retrofits, Remodels, Renovations, and New Home Construction.
2. Successful completion of NAR Green Day 2: Representing Buyers & Sellers of Resource Efficient Homes.
3. Submit a completed GREEN designation member application.
4. Maintain active and good membership status with the Green REsource Council (\$98.50 Annually) and the National Association of REALTORS®.

Visit GreenREsourceCouncil.org or email greendesignation@realtors.org.



The Seniors Real Estate Specialist® (SRES®) Designation

Stand Out in a Boomers' Market

Baby Boomers represent the largest and wealthiest group of homebuyers and sellers in the country. Understand what motivates this growing market and how to address their needs with the prestigious SRES® designation.

This two-day training program offers real estate professionals the unique opportunity to learn and build key skills in counseling adults ages 50+ through selling their family home, buying rental property, and moving to a senior community, among many other issues. Seniors Real Estate Specialists® learn how to:

- Identify the power of generational demographics.
- Develop and maintain relationship marketing skills.
- Counsel rather than sell to seniors.
- Understand the implications of tax laws, probate and estate planning.

30% of home buyers are Baby Boomers.¹

41% of home sellers are Baby Boomers.¹



Member Benefits

The SRES® Council provides valuable information and tools available to its members, with new enhancements added periodically:

- **Customizable Marketing Tools** – including postcards, ads, and consumer brochures.
- **Differentiation** – on NAR.realtor and realtor.com®.
- **SRES.org** – consumer website that explains the SRES® designation and why it is important for consumers to work with an SRES®.
- **SRES® Consumer Video** – showcases the benefits of using an SRES® to consumers.
- **Customizable Monthly Consumer Newsletter** – target both buyers and sellers.
- **Consumer One-Sheets** – printable handouts on 50+ market topics.
- **Moving On Booklet** – guide consumers through the complex issues they may encounter during the real estate process.
- **SRES® Customizable PowerPoint Presentations** – great for members to use for senior seminars.
- **SRES® Community** – a members-only online networking community.
- **Marketing Plan** – designed to help you learn the best ways to market yourself as an SRES® designee.

Member Publications

- **The SRES® Professional** – a printed bi-monthly newsletter that provides you with knowledge, tips and tools, and resources.
- **Monthly Member Emails** – keep you informed on hot topics and trends.
- **SRES® Webinars** – monthly complimentary Webinars featuring experts on various 50+ topics.

Designation Requirements

These three (3) requirements must be met to attain and use the SRES® Designation:

1. Successful completion of the two-day SRES® Designation Course.
2. Membership in good standing in the SRES® Council. (New designees receive one-year membership in the Seniors Real Estate Specialist® (SRES®) Council FREE. Annual dues are \$99 each year thereafter.)
3. Maintain active membership status with the National Association of REALTORS® or an NAR cooperating association.

For more information, visit SeniorsRealEstate.com or email SRES@realtors.org.

The Graduate, REALTOR® Institute (GRI) Designation

A Mark Of Professionalism & Competitive Edge

Today's real estate business is more dynamic and demands constant attention to trends and developments—new technology, legal and regulatory issues, and sales and marketing techniques. The Graduate, REALTOR® Institute (GRI) designation gives you real-world knowledge and skills that positively affect your bottom line.

Member Benefits

- **Customizable Marketing Tools** – including flyers, banner ads, logos and postcards.
- **Referral Form** – a referral form for GRI designees to use when conducting referral business.
- **Differentiation** – on NAR.realtor and realtor.com®.
- **Elective Credit** – for ABR®, CIPS, CRB and CRS designations.
- **No Annual Dues** (provided you remain an active member in good standing with NAR).

Designation Requirements

If you are a member of the National Association of REALTORS® in good standing, you can earn the GRI designation by completing the REALTOR® Institute program, offered through state REALTOR® associations.

Contact your State Association to get information on program requirements, course schedules, location, and tuition.

For more information, visit NAR.realtor/GRI or email GRI@realtors.org.

The At Home With Diversity (AHWD) Certification

Work Effectively With and Within a Rapidly Changing Multicultural Market

At Home With Diversity is an educational experience designed to present a picture of the changing face of the real estate industry. Its dynamic and interactive format facilitates open discussion among students, creating an opportunity to open your mind and think about your clients with respect and sensitivity to their backgrounds and preferences.

This certification addresses issues of diversity, fair housing, and cultural differences, and will help you build an inclusive business and marketing plan.

Now the course offers more information than ever:

- Impactful statistics, demographics, and resources.
- Focus on the subtleties of fair housing.
- Emphasis on developing an inclusive business plan.
- Not just about cultures – the class covers generational differences, race, religion, sexual orientation, and more.

Completion of the course allows you to apply for the NAR At Home with Diversity certification, and counts as credit toward the ABR®, CIPS, CRS, and PMN designations. Continuing Education credit is available in more than 40 states for online course in English.

Certification Requirements

1. Completion of the At Home With Diversity course.
2. Must submit a completed At Home With Diversity certification application with \$75 application fee.
3. Maintain active membership status with the National Association of REALTORS® or an NAR cooperating association.

For more information, visit [NAR.realtor/AHWD](https://www.nar.realtor/AHWD) or email AHWD@realtors.org.

By 2050
minorities will
be the majority.

NAR's e-PRO® Certification

Make Technology an Invaluable Business Tool

e-PRO® gives you a roadmap to build your business and serve the hyper-connected consumers of today and tomorrow. Learn about the changing market, manage your online reputation, generate leads and gain referrals.

During the two-day e-PRO® program, you will learn to:

- Expand your reach with today's social media technologies, techniques and best practices.
- Create and manage a powerful online presence through your website, social media, video and more.
- Learn new technologies to help run your business from your mobile device.
- Streamline and organize your business practices with the right tools and resources.

Member Benefits

- **Differentiation** – on NAR.realtor, realtor.com®, and ePRONAR.com.
- **Customizable e-PRO® Marketing Materials** – for buyers and sellers.
- **e-PRO® Digital Certificate and Logo Files.**
- **Bi-monthly e-Newsletter** – keeps you informed on hot topics and trends.

68%

of buyers who used a mobile device to search, found their home through a mobile application.³

Certification Requirements

1. Completion of e-PRO®: Day 1 (either classroom or online) followed by e-PRO®: Day 2 (online only).
2. Must submit a completed e-PRO® Certification application with \$110.50 application fee.
3. Maintain active membership status with the National Association of REALTORS® or an NAR cooperating association.

For more information, visit ePRONAR.com, or email ePRO@realtors.org.



The Military Relocation Professional (MRP) Certification

Work With Current and Former Military Service Members to Find the Best Housing Solutions

When military staff and their families relocate, the services of a real estate professional who understands their needs and timetables makes the transfer easier, faster, and less stressful. This certification program focuses on educating real estate professionals about working with current and former military service members to find the housing solutions that best suit their needs and take full advantage of military benefits and support.

Member Benefits

Earning the MRP certification, you get access to exclusive MRP member benefits including:

- **Marketing Materials** – use of the MRP logo and professionally designed marketing materials.
- **Free Quarterly Webinars** – available for download anytime and anywhere.
- **Differentiation** – on NAR.realtor, realtor.com®, and MilitaryRelocationPro.org.
- **Private Facebook Group** – utilize this exclusive group to network with other MRPs.
- **Quarterly e-Newsletter** – keeps you informed on hot topics and trends.

85% of veterans & 86% of active-service military purchased their home through a real estate agent.⁴

Certification Requirements

1. Completion of the one-day Military Relocation Professional (MRP) Certification Course.
2. Completion of two one-hour Webinars.
3. Submit a completed Military Relocation Professional application with \$195 application fee.
4. Maintain active membership status with the National Association of REALTORS®.

For more information, visit MilitaryRelocationPro.org or email MRP@realtors.org.



The Pricing Strategy Advisor (PSA) Certification

Take the Guesswork Out of Pricing Homes

Determining property values depends more than ever on professional expertise and competence, the best use of technology, and approaching the pricing assignment from various perspectives. Enhance your skills in pricing properties, creating CMAs, working with appraisers, and guiding clients through the anxieties and misperceptions they often have about home values with the PSA (Pricing Strategy Advisor) certification.

Member Benefits

Earning the PSA certification provides a number of important benefits:

- **PSA Digital Certificate and Logo Files.**
- **Differentiation** – on NAR.realtor and realtor.com®.
- **Marketing Materials** – customizable, professionally designed marketing materials.
- **Quarterly e-Newsletter** – to keep you informed on hot topics, and trends relevant to working with PSAs and CMAs.
- **Private Facebook Group** – utilize this exclusive group to post your listings and network with other PSAs.

Certification Requirements

1. Completion of the one-day course, Pricing Strategies: Mastering the CMA.
2. Completion of two, one-hour Webinars.
3. Submit a completed Pricing Strategy Advisor application including \$179 application fee.
4. Maintain active membership status with the National Association of REALTORS® or an NAR cooperating association.

For more information, visit PricingStrategyAdvisor.org or email PSA@realtors.org.

Sellers place
high priority
on pricing the home
competitively.³

The Resort and Second-Home Property Specialist (RSPS) Certification

Work with Second-Home and Investment Properties

Vacation sales accounted for 12 percent of all transactions in 2016, and investment sales remained unchanged for the third consecutive year at 19 percent, based on the *2017 NAR Investment and Vacation Home Buyers Survey*. In addition to classic vacation homes, the resort and second-home niche also includes college housing and properties for investment purposes. No matter where you live, second-home properties exist in your area. What are you doing to capitalize on this buyer group?

The Resort and Second-Home Property Specialist (RSPS) certification gives you the specialized skills and knowledge to maximize the business opportunities this market presents. By earning your certification, you are instantly viewed as a qualified, competent professional in this arena.

Member Benefits

- **Differentiation** – on NAR.realtor and realtor.com®.
- **Customizable Marketing Materials** – including press releases and logo files.
- **Webinars** – keep you up to date on the latest tools and trends.
- **Private Facebook Group** – utilize this exclusive group to post your listings and network with other RSPS members.
- **Monthly e-Newsletter** – keep you informed on hot topics and trends.

36%
of investment buyers paid cash.⁵

Certification Requirements

1. Completion of the Home Sweet (Second) Home: Vacation, Investment, Luxury Properties Course, either in person or online.
2. Completion of three, one-hour Webinars.
3. Submit a completed application including one-time \$194.50 application fee.
4. Maintain active membership status with the National Association of REALTORS® or an NAR cooperating association.

For more information, visit [NAR.realtor/resort](https://www.nar.realtor/resort) or email resort@realtors.org.



NATIONAL
ASSOCIATION of
REALTORS®
Official Certification



The Short Sales and Foreclosure Resource (SFR®) Certification

Help Buyers and Sellers in Distressed Property Transactions

Knowing how to help sellers maneuver the complexities of short sales as well as help buyers pursue short sale and foreclosure opportunities are not merely good skills to have in today's market – they are essential.

Member Benefits

The Short Sales and Foreclosure Resource (SFR®) certification provides many membership benefits that will help you grow your business and network.

- **Press Release and Logo Files.**
- **Customizable SFR® Marketing Materials.**
- **SFR® Network** – a members-only social networking site where members can network, blog, create, and join specialty groups.
- **Differentiation** – on NAR.realtor and realtor.com®.

Certification Requirements

1. Completion of REBAC's Short Sales and Foreclosures Course: What Real Estate Professionals Need to Know, either in person or online.
2. Complete ONE of the following qualifying electives:
 - Webinars:** View three, one-hour Webinars, free of charge.
 - REO Properties:** Responsibilities, Education, and Opportunities for Real Estate Professional.
3. Submit a completed application with one-time application fee of \$175.
4. Maintain active membership status with the National Association of REALTORS®.

For more information, visit REALTORSFR.org or email SFR@realtors.org.

35%

of all buyers considered buying
a home in foreclosure.³



**National Association
of REALTORS®**
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