

GROW
YOUR BUSINESS
WITH **NAR**
**DESIGNATIONS
& CERTIFICATIONS**

In a market highly saturated with real estate professionals, how do you stand out from the crowd, and market yourself to consumers?

The answer is the Center for REALTOR® Development (CRD).

CRD is NAR's home for exceptional education. Earn a credential (or several), and discover personalized learning experiences.

From buyer representation to social media and short sales, we have educational offerings 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 a classroom format so you can choose what best fits your schedule and learning style.

No matter the topic, we have something to take your career to the next level.

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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.



Member Benefits

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

- **homebuying.realtor** – features our home buying tips blog, which explains why it is important for consumers to work with an ABR® designee.
- **Photofy** – download the app to access a library of shareable content for ABR® designees, formatted for multiple social media platforms.
- **Customizable Marketing Tools & REBAC Print Shop** – professionally designed postcards, ads, consumer handouts, and more available for download in your Member Center, or order and mail professionally printed materials conveniently online, for a great price.
- **Homebuyer's Toolkit** – a handy 37-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® Referrals & Networking Community** – a private Facebook group where ABR® designees can interact and share referrals across the U.S. and around the world.
- **Find an ABR®** – an international directory of ABR® designees where both homebuyers and REALTORS® search to find qualified REALTORS® in a desired location.
- **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 featuring the latest news, trends, and insights relevant to buyer's representatives.
- **Digital Digest** – monthly email alerting members to the availability of two member benefits – the *Today's Buyer's Rep* newsletter and RISMedia's *Real Estate Magazine*.

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. Five completed transactions in which the ABR® candidate acted solely 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®.

For more information, visit abr.realtor or email rebac@nar.realtor.

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 course 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.



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 4,100 designees from 50 countries—and growing!
- A customized profile in the online CIPS Directory.
- Access to the CIPS designees-only Facebook group.
- Access to a library of shareable content for CIPS designees, through the Photofy app, formatted for multiple social media platforms.
- 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 quarterly 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 regional 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. Maintain active membership status with 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 are available in every market, and should be promoted 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.
- **Photofy** – download the app to access a library of shareable content for GREEN designees, formatted for multiple social media platforms.
- **Elective Credit** – this course counts as an elective for the ABR® designation.
- **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.
- **The REsource e-Newsletter** – stay updated on green events, statistics, and trends with this monthly e-Newsletter published by the Green REsource Council.
- **GREEN Facebook Group** – share experiences, discuss local efforts, and gain referrals when you log on to Facebook and join NAR’s Green Designation Networking Community.
- **NEW Pearl Solar Certification** – receive a free annual Pearl membership for as long as you are an active GREEN Designee, a 30% discount on Solar Certifications, and will be considered a Pearl Partner Agent with access to the Pearl Resource Center.

Designation Requirements

These three (3) requirements must be met to attain and use NAR’s Green Designation:

1. Successful completion of the two-day GREEN Designation Course.
2. Membership in good standing in the Green REsource Council. New designees receive one year of membership free, the second year is prorated from month of conferral. Annual dues are \$98.50 each year thereafter.
3. Maintain active membership status with the National Association of REALTORS®.



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.



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, realtor.com®, sres.realtor, and seniorsresource.realtor.
- **Seniorsresource.realtor** – consumer website that explains the SRES® designation, and why it is important for consumers to work with an SRES®.
- **Photofy** – download the app to access a library of shareable content for SRES® designees, formatted for multiple social media platforms.
- **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 Guide** – help consumers with the complex issues they may encounter during the real estate process.
- **SRES® Customizable PowerPoint Presentations** – great for members to use for senior seminars.
- **SRES® Facebook Group** – a private Facebook group where SRES® designees can interact and share referrals.
- **Marketing Plan** – designed to help you learn the best ways to market yourself as an SRES® designee.
- **Elective Credit** – this course counts as an elective for the ABR® designation.

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** – webinars featuring experts on 50+ topics.
- **SRES® Blog** – content relevant for both agents and consumers, updated monthly, on sres.realtor and seniorsresource.realtor.

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 of membership free. Annual dues are \$99 each year thereafter.
3. Maintain active membership status with the National Association of REALTORS®.

For more information, visit sres.realtor or email sres@nar.realtor.

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, and CRB 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@nar.realtor.

The At Home With Diversity® (AHWD) Certification

Transcend Cultural Barriers

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.

Member Benefits

- **Differentiation** – on nar.realtor and realtor.com®.
- **Marketing Materials** – professionally designed customizable marketing materials, including a press release, and logo files.
- **Private Facebook Group** – utilize this exclusive group to network with other AHWD members.
- **Quarterly e-Newsletter** – keeps you informed on hot topics and trends.
- **Elective Credit** – this course counts as an elective for the ABR® and CIPS designations.

Certification Requirements

1. Successful completion of the one-day At Home With Diversity® (AHWD) certification course.
2. Submit a one-time \$75 application fee.
3. Maintain active membership status with the National Association of REALTORS®.

For more information, visit nar.realtor/ahwd or email ahwd@nar.realtor.



NAR's e-PRO® Certification

Make Technology an Invaluable Business Tool

NAR's e-PRO® certification program helps real estate professionals master advanced digital marketing techniques, and increase their ability to reach customers, expand their capabilities, and build trust by safeguarding client information. During the 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 real estate transaction processes using customer relationship management (CRM) systems, and transaction management platforms.
- Create search engine marketing (SEM) and search engine optimization (SEO) strategies.
- Protect your business from a data breach and safeguard client information.

Member Benefits

- **Differentiation** – on nar.realtor, realtor.com®, and epro.realtor.
- **Marketing Materials** – professionally designed customizable marketing materials, including a press release, and logo files.
- **Private Facebook Group** – utilize this exclusive group to network with other e-PRO® members.
- **Bi-monthly e-Newsletter** – keeps you informed on hot topics and trends.
- **Elective Credit** – this course counts as an elective for the ABR® designation.

Certification Requirements

1. Successful completion of the two-day e-PRO® certification course.
2. Submit a one-time \$149 application fee.
3. Maintain active membership status with the National Association of REALTORS®.

For more information, visit epro.realtor or email epro@nar.realtor.



The Home Finance Resource (HFR) Certification

Discover the Building Blocks of Mortgage & Financing

The Home Finance Resource Certification Course is designed to provide you with foundational education to help you confidently explain key pieces of the loan origination process. With the skills that you gain from this course, you will also be equipped to provide guidance on navigating mortgage applications and alternative financing options for all types of buyers.

Be one of the first to earn the new Home Finance Resource (HFR) Certification.

Member Benefits*

- **Differentiation** – on nar.realtor and realtor.com®.
- **Marketing Materials** – professionally designed marketing materials, including a press release, and logo files.
- **Private Facebook Group** – utilize this exclusive group to network with other HFR members.
- **Quarterly e-Newsletter** – keeps you informed on hot topics and trends.
- **Elective Credit** – this course counts as an elective for the ABR® designation.

Certification Requirements

1. Successful completion of the one-day HFR certification course.
2. Submit a one-time \$89 application fee.
3. Maintain active membership status with the National Association of REALTORS®.

For more information, visit crd.realtor/hfr or email hfr@nar.realtor.

*Certain member benefits may not be available until 2023.



The Military Relocation Professional (MRP) Certification

Serve Those Who Serve Our Country

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. Servicemembers need your help in order to take full advantage of their military benefits and resources. The focus of this certification program is to educate real estate professionals on how to work with current and former military servicemembers to find the housing solutions that suit their needs.

Member Benefits

- **Differentiation** – on nar.realtor, realtor.com®, and militaryrelocationpro.org.
- **Marketing Materials** – professionally designed customizable marketing materials, including a press release, and logo files.
- **Private Facebook Group** – utilize this exclusive group to network with other MRPs.
- **Quarterly e-Newsletter** – keeps you informed on hot topics and trends.
- **Elective Credit** – this course counts as an elective for the ABR® designation.

Certification Requirements

1. Successful completion of the one-day Military Relocation Professional (MRP) Certification Course.
2. Submit a one-time \$195 application fee.
3. Maintain active membership status with the National Association of REALTORS®.

For more information, visit militaryrelocationpro.org or email mrp@nar.realtor.



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 Pricing Strategy Advisor (PSA) certification.

Member Benefits

- **Differentiation** – on nar.realtor and realtor.com®.
- **Customizable Marketing Materials** – professionally designed customizable marketing materials, including a press release, and logo files.
- **Private Facebook Group** – utilize this exclusive group to network with other PSA members.
- **Quarterly e-Newsletter** – to keep you informed on hot topics, and trends relevant to working with clients and CMAs.
- **Elective Credit** – this course counts as an elective for the ABR® and CIPS designations.

Certification Requirements

1. Successful completion of the one-day certification course, Pricing Strategies: Mastering the CMA.
2. Submit a one-time \$179 application fee.
3. Maintain active membership status with the National Association of REALTORS®.

For more information, visit pricingstrategyadvisor.org or email psa@nar.realtor.

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

Make Second-Home Properties Your First Resort

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 market?

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** – professionally designed customizable marketing materials, including a press release, and logo files.
- **Private Facebook Group** – utilize this exclusive group to network with other RSPS members.
- **Quarterly e-Newsletter** – keep you informed on hot topics and trends.
- **Elective Credit** – this course counts as an elective for the ABR® and CIPS designations.

Certification Requirements

1. Successful completion of the one-day Resort & Second-Home Property Specialist (RSPS) Certification Course.
2. Submit a one-time \$194.50 application fee.
3. Maintain active membership status with the National Association of REALTORS®.

For more information, visit nar.realtor/resort or email resort@nar.realtor.

The Short Sales and Foreclosure Resource (SFR®) Certification

Help Buyers and Sellers in Distressed Property Transactions

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

Member Benefits

- **Differentiation** – on nar.realtor and realtor.com®.
- **Customizable Marketing Materials** – professionally designed customizable marketing materials, including a press release, and logo files.
- **Private Facebook Group** – utilize this exclusive group to network with other SFR® members.
- **Quarterly e-Newsletter** – keep you informed on hot topics and trends.
- **Elective Credit** – this course counts as an elective for the ABR® designation.

Certification Requirements

1. Completion of the one-day Short Sales and Foreclosures Course: What Real Estate Professionals Need to Know.
2. Submit a one-time application fee of \$175.
3. Maintain active membership status with the National Association of REALTORS®.

For more information, visit realtorsfr.org or email sfr@nar.realtor.

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