

Grow your business

with NAR Designations
and Certifications



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 NATIONAL
ASSOCIATION of
REALTORS®
REALTOR

By earning a professional designation or certification offered through REALTOR® University, you have the opportunity to gain advanced training in a specialty area, as well as to increase your bottom line.

Now is the time to increase your business and stand out from the crowd with REALTOR® University.

And 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.

From buyer representation to social media and short sales, there is designation and certification programming in nearly every real estate niche. This brochure highlights our various designations and certifications, as well as 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. Find a course in your area or access online courses by visiting training4RE.com.

With REALTOR® University, you can learn any time, any place and your educational opportunities are unlimited. Whether you're looking to earn a designation or certification, or to apply to REALTOR® University's Graduate School of Real Estate, we have something to take your career to the next level. (To learn more about the Graduate School of Real Estate, turn to page 19.)

* *2014 Profile of Home Buyers and Sellers, National Association of REALTORS®*

** *2014 Home Buyer and Seller Generational Trends, National Association of REALTORS®*

*** *2014 Profile of International Homebuying Activity, National Association of REALTORS®*

♦ *Investment and Vacation Home Buyers Survey 2014, National Association of REALTORS®*



REALTOR® University Graduate School of Real Estate

REALTOR® University's Master of Real Estate (MRE) degree is tailored specifically for working professionals to offer maximum flexibility and industry knowledge that is essential to business today. Our program offers a true Master's Degree, with application-based education from a practitioner faculty, built around today's real estate market.

The curriculum allows students to focus on the aspect of real estate relevant to their business and career goals. Course content focuses on five areas of concentration:

- Sales, Marketing & Management
- Commercial Real Estate
- Asset & Property Management
- Appraisal & Valuation Services
- Real Estate Association Management

The University features a global online campus allowing you to take courses when and where you want them, a research center that identifies leading trends and issues in the real estate industry, competitive overall cost, and the largest real estate library in the world.

RU Ready? Speak with an Admissions Advisor today to learn how our programs/services will work for you.

For more information, visit RealtorU.com/GradSchool, call **855-RU-ONLINE** (855-786-6546) or email admissions@realtoruonline.net.



REALTOR® University admits students of any race, color, or national or ethnic origin to all the rights, privileges, programs, and activities generally accorded or made available to students at the REALTOR® University, and REALTOR® University does not discriminate on the basis of race, color, or national or ethnic origin in administration of its educational policies, admission policies, scholarship and loan programs.



The 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.

GRI 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 in member search at **REALTOR.org** 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).

To learn how to obtain this designation, visit REALTOR.org/gri or email gri@realtors.org.

training**4RE**.com

your resource 4 real estate education

Find certification and designation courses designed to help you advance your career in real estate. And with courses offered both in the classroom and online through REALTOR® University, gaining valuable training and education has never been easier.

Ready to learn more? Visit training4RE.com to find a course and start working towards a professional designation or certification today!



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The ABR® Designation: For Real Estate Professionals Who Want to 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. This coveted designation is awarded by the Real Estate Buyer's Agent Council (REBAC) to REALTORS® who meet the specified educational and practical experience criteria.

The Accredited Buyer's Representative (ABR®) designation is designed for real estate buyer agents who focus on working directly with buyer-clients. When you decide to earn your ABR®, you gain:

- Valuable real estate education that elevates your skills and knowledge in the eyes of home buyers.
- 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 home buyers purchased their home from a real estate agent or broker.*

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



The SFR® Certification: For Real Estate Professionals Who Want to be Confident 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.

49%

of all buyers considered buying a home in foreclosure.*

SFR® Member Benefits

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

- **Monthly e-Newsletter** - keeps you informed on hot topics and trends.
- **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 REALTOR.org, realtor.com®, and REALTORSFR.org.



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SFR® Certification Requirements

To learn how to obtain this certification, visit REALTORSFR.org or email sfr@realtors.org.

The RSPS Certification: For Real Estate Professionals Who Work With the Second-Home and Investment Properties Market

Vacation-home sales jumped 29.7%. 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.

As an RSPS you gain:

- A thorough understanding of resort, luxury and second-home properties and the tax and financing laws associated with them.
- Marketing tips and techniques to reach the right potential buyers.
- A tight-knit referral network.

46%
of investment buyers paid cash.*

RSPS Member Benefits

- **Differentiation** on REALTOR.org 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-Newsletters** - keep you informed on hot topics and trends.

RSPS Certification Requirements

To learn how to obtain this certification, visit realtor.org/resort or email resort@realtors.org.

ABR® Member Benefits

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

- **Customizable Marketing Tools** - including postcards, ads, logos, and consumer handouts.
- **The Home Buyer's Toolkit** - a handy guide to walk consumers through the home-buying process and encourages them to work with an ABR®.
- **Consumer One-Sheets** - free, printable handouts on topics to address in a buyer-counseling session or while working with buyer-clients.
- **ABR® Print Shop** - allows members to customize, order, and mail marketing materials conveniently online.
- **Online Referral Database** - helps you pinpoint additional referral opportunities.
- **ABR® Network** - ask questions, share expert advice and more on the members-only online networking community.
- **A Home Buyer's Seminar Guide** - gives instructions on how to plan and present your own home buyer's seminar.
- **ABR® Referrals & Networking Community** - a private Facebook group where ABR®s can interact and share referrals across the U.S. and around the world.

ABR® Keeps You Up-To-Date With Information

- **Today's Buyer's Rep**, a monthly print newsletter that keeps members informed about timely issues, events, and legislation.
- **TBR Hotsheet**, an e-newsletter with briefs and links to stories pertaining to buyer's representatives.
- **REBAC Connection Webinars**, a series of complimentary Webinars, featuring timely topics of special interest to buyer's representatives.
- **RISMedia's Real Estate Magazine**, available to members for free online.

ABR® Designation Requirements

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

1. Completion of the ABR® Designation Course.
2. Completion of one elective.
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 and good membership status with REBAC and the National Association of REALTORS® or an NAR cooperating association.

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The CIPS Designation: For Real Estate Professionals Who Want to Work With the Growing International Market in Their Local Community

Foreign investment continues to rise in the United States, and knowledge and preparation are key to growing your business with this lucrative buyer group. Earning the Certified International Property Specialist (CIPS) designation provides the foundation you need to minimize risk and maximize potential.

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

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

For more information, visit realtor.org/global or email cips@realtors.org.



The MRP Certification: For Real Estate Professionals Who Want to Work With Current and Former Military Service Members to Find the Housing Solutions that Best Suit Their Needs

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 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.

During the course you will learn:

- The processes and procedures involved in a military relocation and how these impact service members relocation and housing choices.
- To use demographics of the military market to formulate business strategies and determine service offerings for sellers and buyers.
- How to provide appropriate information during the decision-making process.
- The emotional issues involved when a military family relocates.
- How to explain the basics and eligibility of VA financing.

MRP Member Benefits

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

- Use of the **MRP logo** and **marketing materials** to promote your certification.
- **Free Webinars** that you can download anytime and anywhere.
- Differentiation on **REALTOR.org**, **realtor.com®**, and **MilitaryRelocationPro.org**.
- **Private Facebook Group** - you can utilize this exclusive group to post your listings and network with other RSPSmembers.
- **Quarterly e-Newsletter**.

MRP Certification Requirements

To learn how to obtain this certification, visit MilitaryRelocationPro.org or email MRP@realtors.org.

1.4+
MILLION

Total Active Duty
Service Members and

22.6+
MILLION

Veterans in the Military Market*

NAR's e-PRO® Certification: For Real Estate Professionals Who Want to 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.

e-PRO® Member Benefits

- Downloadable **e-PRO® logo files** for use in marketing materials.
- Differentiation on **REALTOR.org**, **realtor.com®**, and **ePRONAR.com**.
- Customizable e-PRO® **marketing materials** for buyers and sellers.
- **Elective credit** for the ABR®, CIPS and CRS designations.

45%

of all buyers used a mobile or tablet website or application to find their home.*

e-PRO® Certification Requirements

To learn how to earn this certification, visit ePRONAR.com or email ePRO@realtors.org.

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Open 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 an international specialist.

\$92.2 Billion

in commissions from international buyers in the last 12 months alone – can you afford to ignore it?***

CIPS Member Benefits

In addition to the numerous intangible benefits of achieving the designation, CIPS designees also have access to the following benefits:

- Referral Contract Form.
- Consumer Marketing Campaign.
- Customizable print and web-based marketing materials.
- Smart phone & PC conversion application for language, time, measurement, and currency.
- The latest research and reports on the international market.
- The CIPS Network comprised of global professionals from all over the world.
- Use of the prestigious and internationally-recognized CIPS logo and brand.
- Access to CIPS online communities.
- A featured listing in the online CIPS Directory.
- Subscription to the bi-monthly newsletter, Global Perspectives.
- Invitations to special networking events at NAR Conventions.



CIPS Designation Requirements

These requirements must be met to attain and use the CIPS designation:

1. Successful completion of two core courses.
2. Successful completion of three elective courses.
3. Submitted designation application demonstrating 100 points of related experience.
4. Membership in good standing in the National Association of REALTORS®.

The path to earn your CIPS designation is customized for U.S. professionals and non-U.S. professionals. Visit the links below for more information based on where you live.

FOR U.S. PROFESSIONALS: realtor.org/cips_us

FOR NON-U.S. PROFESSIONALS: realtor.org/cips_nonus

NAR's GREEN Designation: For Real Estate Professionals Looking to Respond to Client Demands Within Homes and Communities

Home buyers and sellers today are increasingly attracted to the cost savings, health benefits, and community growth associated with sustainable properties.

NAR's Green Designation provides advanced training in green building and sustainable business practices. 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 on communicating with clients interested in different facets of green.
- Improved visibility as a REALTOR® trained in sustainable real estate.

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



The BPOR Certification: For Real Estate Professionals Who Want to Reduce Risk and Dedicate Advanced Training Towards Creating Professional and Accurate BPOs and CMAs

BPOs (Broker Price Opinions) and CMAs (Comparative Market Analyses) are in high demand, and this brings whole new revenue opportunities. Learn to take advantage of this growing trend, reduce risk, and provide professional and accurate BPOs and CMAs with the BPO Resource (BPOR) certification.

During the core course and webinar, you will gain the knowledge and skills to evaluate a property, get introduced to leading market valuation tools, and learn to efficiently generate accurate and professional reports. Upon earning the certification, eligible members may participate with BPO management companies in receiving BPO orders.

Over 500,000

BPO orders currently available in the United States*

Member Benefits

Earning the BPOR certification provides a number of important benefits, in addition to eligibility for enrollment as a preferred BPO provider for the participating BPO management companies:

- **Accreditation** that comes with the use of the BPOR letters after your name and in your marketing materials.
- **BPOR digital certificate and Logo files.**
- **Differentiation** on REALTOR.org, realtor.com®, and BPOR.org.
- **Press Release** - to announce yourself as a BPOR certificate holder to your local news outlets.
- **Monthly e-Newsletter** - to keep you informed on hot topics, and trends relevant to working with BPOs and CMAs.

BPOR Certification Requirements

To learn how to obtain this certification, visit BPOR.org or email BPOR@BPOR.org.

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The AHWD Certification: For Real Estate Professionals Who Want to 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. The course teaches you to transact business in culturally competent ways.

Diversifying your clientele means learning the practical skills and tools to expand business and effectively service all cultural groups. This certification addresses issues of diversity, fair housing, and cultural differences.

Now the course offers more information than ever:

- Updated statistics, demographics, exercises, and resources.
- Improved focus on the subtleties of fair housing.
- Greater emphasis on developing an inclusive business plan.
- More details on business etiquette for specific cultures.
- Additional attention to international clientele and real estate practice.

By 2050

minorities will be the majority

Participation allows you to apply for the NAR At Home with Diversity® certification and credit toward the ABR®, CIPS, CRS, and PMN designations. Continuing Education credit is now available online in most states. Ask your course sponsor for details.

AHWD® Certification Requirements

For more information about the At Home With Diversity® certification, visit realtor.org/ahwd.

NAR's GREEN Designation Member Benefits

- **Online Directory Profiles** - connects members with potential clients through four automatic profiles, including a consumer-facing profile on the U.S. Green Building Council's GreenHomeGuide.com.
- **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 Toolkit** - guides designees through simple steps of adding green fields to their local MLS. Features case studies and sample documents.
- **Green Client Handouts** - help your clients understand sustainable topics with a variety of 2-sided, customizable flyers.



NAR's GREEN Designation keeps you up-to-date with information through monthly **Webinars** and **The REsource e-Newsletter**

85%

of buyers considered high-efficiency heating and cooling features at least "somewhat important."*

NAR's GREEN Designation Requirements

To obtain and use NAR's Green Designation, three (3) requirements must be fulfilled:

1. Complete Green 100, 200, & 300 and pass an exam for each course.
2. Submit the member application for NAR's Green Designation with proof of completion for all course requirements and proof of your REALTOR® membership.
3. Maintain active and good membership status with the Green REsource Council (\$98.50 Annually) and the National Association of REALTORS®.

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The SRES® Designation: For Real Estate Professionals Who Want to Stand Out in a Boomers' Market

Baby Boomers represent the largest and wealthiest group of buyers 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 age 50+ through selling their family home, buying rental property, 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.

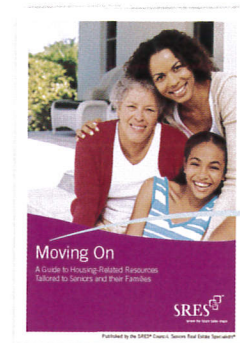
For more information, visit SeniorsRealEstate.com or email sres@realtors.org.



SRES® 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, logos and consumer brochures.
- **SRES® Consumer Website** - explains the designation and why it is important for consumers to work with an SRES® (sres.org).
- **Customizable Monthly Newsletters** - target home buyers and sellers within the SRES® demographic.
- **Moving On Booklet** - designed to help guide consumers through the complex issues they may encounter during the real estate process.
- **SRES® PowerPoint Presentations** - great for members to use for senior seminars.
- **SRES® Community** - a members-only online networking community.
- **SRES® Designation Facebook App** - allows you to showcase your designation to prospective clients on Facebook.



SRES® Keeps You Up-To-Date With 50+ Information

- **The SRES® Professional** - a printed bi-monthly newsletter that provides you with knowledge, tips and tools, and resources.
- **Monthly Member e-mails** - keep you informed on hot topics and trends.
- **SRES® Webinars** - monthly complimentary Webinars.

30% of home buyers are Baby Boomers.**

43% of home sellers are Baby Boomers.**

SRES® Designation Requirements

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

1. 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. Membership in good standing in the National Association of REALTORS® or an NAR cooperating association.

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