



REALTORS® who pursue professional designations have a distinct competitive edge as a result of their increased expertise and marketability.

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 five certification programs to its members.

Visit www.realtor.org/runivers.nsf/pages/designation for a complete list of REALTOR® Designation Programs





GRI Graduate REALTOR® Institute

The GRI designation is considered the nation's number one real estate designation. As the "Cornerstone of REALTOR® education", earning the GRI designation provides residential real estate practitioners with a solid base of knowledge needed for a successful career in real estate. GRI is recognized nationwide as the standard for real estate professionalism and knowledge.

For general information and a list of classes in California on the GRI designation visit www.edesignations.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 rigorous production requirements.

Council of Residential Specialists

Call 800-462-8841 or visit www.crs.com

Stand Out

REALTORS® who hold the CRS Designation earn an average of \$160,500 each year, four times more than the average REALTOR® who sells residential real estate.



What's New...



CRB, Certified Real Estate Brokerage Manager

The CRB designation is recognized industry-wide as the measure of success in brokerage and real estate business management. The designation is awarded to Broker/ REALTORS® who have completed the Council's advanced educational and professional requirements. Additional credits can be earned through the Council's management education programs delivered live or by self-study on CD Rom.

Counselors of Real Estate Brokerage Managers

Call 800-621-8738 or visit www.crb.com

The median gross personal income of a CRB designee is 84% higher than that reported by brokers, owners and managers without the designation.

Source: 2005 Member Survey and 2005 NAR Member Profile.



ABR, Accredited Buyer Representative

The Real Estate Buyers Agent Council, REBAC, was founded in 1988 to promote superior buyer representation skills and services. With over 40,000 members, REBAC is the worlds largest organization of real estate professionals concentrating on buyer representation and becoming proficient at servicing the special needs of buyers.



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 ABRMSM course and provided documentation of past management experience.

REBAC (Real Estate Buyer's Agent Council)

Call 800-648-6224 or visit www.rebac.net



SRES, Seniors Real Estate Specialist

The SRES designation was originally developed to focus on the needs of home buyers and sellers aged 55 and over. The two-day training program trains REALTORS® to meet the special needs of maturing Americans when selling, buying, relocating, or refinancing residential or investment properties. By earning the SRES designation, agents are prepared to approach mature clientele with the best options and information for them to make life-changing decisions.

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



e-PRO®

e-PRO® Certification 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 about how you can leverage your most powerful asset, your people-skills, into doing more business on the Internet.

Call 866-377-0627 or visit www.epronar.com



PMN, Performance Management Network Women's Council of REALTORS®

The Performance Management Network designation is 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 an ever changing real estate market. 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®
Call 800-245-8512 or visit www.wcr.org
www.coursecalendar.com**