

# NATIONAL ASSOCIATION OF REALTORS®

## Designations & Certifications

### Invest in Yourself

To help you enhance your professional skills and stay ahead of the competition, the NATIONAL ASSOCIATION OF REALTORS® and its Institutes, Societies and Councils offer a wide array of educational resources.

### Earn Official NAR Designations and Certifications

**Become more valuable.** Develop your skill sets and show prospects and clients that you have the specialized expertise to navigate the current marketplace. By earning any of the following official designations and certifications you can as much as double your income. Many designations and certifications are available in-classroom or online through REALTOR® University.

**Add designations, increase your income.** REALTORS® who earn professional designations have a distinct competitive edge as a result of their increased expertise and marketability. Based on the 2013 NAR Member Profile, the median income of REALTORS® with at least one designation was nearly \$27,600 more than the income of those with no designation.

### Build Your Skills

**NAR Designations allow you to:** add prestige to enhance your professional image • learn best practices • gain new expertise • acquire specialized knowledge • increase your value, marketability, proficiency and productivity

### NAR Designations



**Accredited Buyer's Representative (REBAC)™**  
The benchmark of excellence in buyer representation. This coveted designation provides the expertise you need for the edge in serving today's home buyers. Access member-only benefits to stay on top of your buyer representation business.  
800-648-6224 [www.REBAC.net](http://www.REBAC.net)



**Certified Residential Specialist (Council of Residential Specialists)™**  
Earning the prestigious CRS designation is just the beginning of a career-long, learning journey you will take as a member of an elite network of highly-qualified, residential agents.  
800-462-8841 [www.CRS.com](http://www.CRS.com)



**Accredited Land Consultant (REALTORS® Land Institute)™**  
The most trusted, knowledgeable and highest-performing experts in all segments of land.  
800-441-5263 [www.RLILand.com](http://www.RLILand.com)



**Counselor of Real Estate (The Counselors of Real Estate)™**  
The designation for only the most experienced and trusted advisors in real estate.  
312-329-8427 [www.CRE.org](http://www.CRE.org)



**Certified Commercial Investment Member (CCIM Institute)™**  
Commercial investment real estate experts demonstrating unparalleled financial analysis skills.  
800-621-7027 [www.CCIM.com](http://www.CCIM.com)



**General/Residential Accredited Appraiser (NAR)™**  
Signifies advanced education and experience in commercial, industrial and residential property valuation.  
800-874-6500, ext. 8268  
[www.REALTOR.org/appraisal](http://www.REALTOR.org/appraisal)



**Certified International Property Specialist (NAR)™**  
Ensures agents' success in servicing international clients in their local community.  
800-874-6500, ext. 8369  
[www.REALTOR.org/global](http://www.REALTOR.org/global)



**Graduate, REALTOR® Institute (NAR)™**  
The Cornerstone of REALTOR® Education. Gain in-depth knowledge on legal and regulatory issues, technology, sales process and professional standards.  
800-874-6500, ext. 8268  
[www.REALTOR.org/GRI](http://www.REALTOR.org/GRI)



**CERTIFIED PROPERTY MANAGER® (Institute of Real Estate Management)™**  
The premier real estate management credential for property and asset managers.  
800-837-0706 [www.IREM.org](http://www.IREM.org)



**NAR's Green Designation (Green Resource Council)™**  
This residential-focused program offers specific themes, ranging from sustainability, green building science and business applications.  
800-498-9422 [www.GreenResourceCouncil.org](http://www.GreenResourceCouncil.org)



**Certified Real Estate Brokerage Manager (Council of Real Estate Brokerage Managers)™**  
"THE SOURCE" for real estate business management and leadership solutions.  
800-621-8738 [www.CRB.com](http://www.CRB.com)



**Performance Management Network (Women's Council of REALTORS®)™**  
The REALTOR® designation that combines today's real-world skills with WCR's powerful nationwide referral network.  
800-245-8512 [www.WCR.org](http://www.WCR.org)

Course leading to NAR designations and certifications available online at REALTOR® University. Learn more visit, [realtor.org/education](http://realtor.org/education).



## NAR Designations (continued)



**Society of Industrial and Office REALTORS® (SIOR)**  
The most knowledgeable, experienced and successful industrial and office specialists.  
202-449-8222 [www.SIOR.com](http://www.SIOR.com)



**Seller Representative Specialist (SRS)**  
The premier credential in seller representation, designed to elevate professional standards and enhance professional performance.  
800-621-8738  
[www.SRSCouncil.com](http://www.SRSCouncil.com)




**Seniors Real Estate Specialist® (SRES® Council)**   
Educates REALTORS® to profitably and ethically serve the real estate needs of the fastest-growing market in real estate, clients age 50+.  
800-500-4564 [www.seniorsrealestate.com](http://www.seniorsrealestate.com)

## NAR Certifications




**At Home with Diversity®**   
An educational experience designed to present a picture of the changing face of the real estate industry.  
800-874-6500, ext. 8393  
[www.REALTOR.org/ahwd](http://www.REALTOR.org/ahwd)



**Military Relocation Professional**   
The MRP certification gives you the education to work with military and veteran service members to best suit their needs and take full advantage of military benefits and support.  
888-648-8321  
[www.MilitaryRelocationPro.org](http://www.MilitaryRelocationPro.org)




**Broker Price Opinion Resource**   
With the changing real estate landscape and the increased use of broker price opinions (BPOs) by market participants, the BPOR certification provides REALTORS® with knowledge and skills to reduce risk, increase opportunities and create professional BPOs.  
855-640-8863 [www.bpor.org](http://www.bpor.org)




**Resort & Second-Home Property Specialist**   
NAR's advanced education-based certification designed for resort and second-home professionals.  
800-874-6500, ext. 8268  
[www.REALTOR.org/resort](http://www.REALTOR.org/resort)



**e-PRO®**   
The e-PRO® certification teaches you the latest social media technologies to create an online presence vital to reaching today's hyper-connected consumers.  
877-397-3132 [www.ePRONAR.com](http://www.ePRONAR.com)



**Short Sales & Foreclosure Resource**   
The SFR® certification gives you a framework for understanding how to direct distressed sellers to finance, qualify sellers for short sales, negotiate with lenders, tap into buyer demand and safeguard your commission.  
877-510-7855 [www.realtorSFR.org](http://www.realtorSFR.org)

 Course leading to NAR designations and certifications available online at REALTOR University.



## NAR's Online Education Destination Has Expanded!

At REALTOR® University, we've created a lifetime of learning opportunities to keep you at the forefront of what's next, and build your business. Whether you want to earn a NATIONAL ASSOCIATION OF REALTORS® Designation or Certification, or a Master of Real Estate degree, REALTOR® University can help take your career to the next level. Our online courses and programs cover a broad range of topics, so you can focus on what makes sense for your market, and your interests.

Increase your knowledge and advance your career at [RealtorU.com](http://RealtorU.com).