

NATIONAL ASSOCIATION OF REALTORS® Education & Resources Guide

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's School of Professional Development and Continuing Education.

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 2013 NAR survey data, the median income of REALTORS® without a designation was \$33,500 and the median income of those with at least one designation was \$61,100: **a difference of \$27,600.**

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

	<p>Accredited Buyer's Representative (REBAC) </p> <p>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</p>		<p>Certified Residential Specialist  <i>(Council of Residential Specialists)</i></p> <p>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</p>
	<p>Accredited Land Consultant  <i>(REALTORS® Land Institute)</i></p> <p>The most trusted, knowledgeable and highest-performing experts in all segments of land. 800-441-5263 www.RLILand.com</p>		<p>Counselor of Real Estate <i>(The Counselors of Real Estate)</i></p> <p>The designation for only the most experienced and trusted advisors in real estate. 312-329-8427 www.CRE.org</p>
	<p>Certified Commercial Investment Member <i>(CCIM Institute)</i></p> <p>Commercial investment real estate experts demonstrating unparalleled financial analysis skills. 800-621-7027 www.CCIM.com</p>		<p>General Accredited Appraiser (NAR)</p> <p>Signifies advanced education and experience in commercial, industrial and residential property valuation. 800-874-6500, ext. 8268 www.REALTOR.org/appraisal</p>
	<p>Certified International Property Specialist (NAR) </p> <p>Ensures agents' success in servicing international clients in their local community. 800-874-6500, ext. 8369 www.REALTOR.org/global</p>		<p>Graduate, REALTOR® Institute (NAR)</p> <p>The Cornerstone of REALTOR® Education. Gain in-depth knowledge on legal and regulatory issues, technology, sales process and professional standards. 800-874-6500, ext. 8264 www.REALTOR.org/GRI</p>
	<p>CERTIFIED PROPERTY MANAGER® <i>(Institute of Real Estate Management)</i></p> <p>The premier real estate management credential for property and asset managers. 800-837-0706 www.IREM.org</p>		<p>NAR's Green Designation (Green Resource Council) </p> <p>This residential-focused program offers specific themes, ranging from sustainability, green building science and business applications. 800-498-9422 www.GreenREsourceCouncil.org</p>
	<p>Certified Real Estate Brokerage Manager <i>(Council of Real Estate Brokerage Managers)</i></p> <p>"THE SOURCE" for real estate business management and leadership solutions. 800-621-8738 www.CRB.com</p>		<p>Performance Management Network <i>(Women's Council of REALTORS®)</i></p> <p>The REALTOR® designation that combines today's real-world skills with WCR's powerful nationwide referral network. 800-245-8512 www.WCR.org</p>

 Course leading to NAR designations and certifications available online at REALTOR® University School of Professional Development and Continuing Education.

NAR Designations (continued)



Residential Accredited Appraiser (NAR)

Signifies advanced education and experience in analysis and valuation of residential property.
800-874-6500, ext. 8268
www.REALTOR.org/appraisal



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



REALTOR® association Certified Executive (NAR)

Exclusive designation for AEs or any REALTOR® association staff with drive, experience and commitment to professional growth.
800-874-6500, ext. 8545
www.REALTOR.org/RCE



Society of Industrial and Office REALTORS® (SIOR)

The most knowledgeable, experienced and successful industrial and office specialists.
202-449-8222 www.SIOR.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



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



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



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



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



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

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



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 from the School of Professional Development and Continuing Education, 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.

REALTOR.org/Store Publications and Products—Another Great Way to Learn

NAR has more IN STORE to help you boost your business. At the REALTOR® Store, NAR is constantly adding new products, offering great discounts and watching the marketplace for the products you need to succeed in your business. Resources include programs and products like:

- Customized print on-demand brochures
- Market-driven tools and research
- Social media guides
- Staging DVDs
- Home buying and selling guides
- And more!

www.REALTOR.org/StoreResources

Visit today and get a 10% discount on your order when you use code **10OFFR**. Use the discount to purchase the

