

REALTOR® DESIGNATIONS



The NATIONAL ASSOCIATION OF REALTORS® (NAR) has nine affiliated Institutes, Societies, and Councils that provide a wide-range 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 affiliated groups upon completion of required courses. Following is a list of REALTOR® designations and certifications. For more information, please visit <http://www.realtor.org/runivers.nsf/pages/designation>.

ABR, Accredited Buyer Representative

The benchmark of excellence in buyer representation, ABR is awarded to real estate practitioners who meet specific educational and practical experience criteria. ABR students learn how to spot opportunities for buyers in different markets, and council home-buying clients.

ABRM, Accredited Buyer Representative Manager

Developed for real estate professionals that wish to better incorporate buyer representation into their companies' service offerings. Designees are trained on topics including creating a new company vision; company and technology policies; disseminating policy changes; training and marketing systems; risk management; and marketing and evaluations.

AHWD, At Home with Diversity Certification

Provides real estate professionals with training on a wide range of cultural issues enabling them to service a diverse client base.

ALC, Accredited Land Consultant

Designees are trained in land brokerage transactions of five specialized types: (1) farms and ranches; (2) undeveloped tracts of land; (3) transitional and development land; (4) subdivision and wholesaling of lots; and (5) site selection and assemblage of land parcels.

CCIM, Certified Commercial Investment Member®

CCIM represents professionals that have specific training in commercial real estate brokerage, leasing, valuation and investment analysis.

CIPS, Certified International Property Specialist

Real estate professionals who have a particular focus on the "international" market. CIPS specialists may travel abroad to put deals together, assist foreign investors, help local buyers invest abroad, or serve an immigrant niche in local markets.

CPM, Certified Property Manager®

Designees acquire valuable real estate management skills through educational offerings leading to the CPM® designation.

CRB, Certified Real Estate Brokerage Manager

Certification enables designees to recruit and train their associates to handle real estate transactions with professionalism and the most up-to-date information, techniques and tools. Designees have experience and understanding of market, housing and economic trends that will be used to positively influence transactions, and expertise in maintaining an organized, smooth-running organization which ensures that transactions receive prompt and thorough attention.

CRE, Counselor of Real Estate

An international group of recognized professionals who provide seasoned, objective advice on real property and land-related matters.

CRS®, Certified Residential Specialist®

Experienced REALTORS® who have completed advanced training in listing and selling, and meet rigorous production requirements.

e-PRO®

A revolutionary training program presented entirely online to certify real estate agents and brokers as Internet Professionals.

GAA, General Accredited Appraiser

Awarded to appraisers whose education and experience exceed state appraisal certification requirements. Education requires 60 hours of tested course work on topics such as property development, real estate law, financing and investment, and construction estimating.

GRI, Graduate REALTOR® Institute

A nationally recognized designation attained after successfully completing a rigorous program of coursework covering various areas of real estate.

PMN, Performance Management Network

Focuses on the idea that in order for a REALTOR® to enhance their business, they must enhance themselves. 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.

RAA, Residential Accredited Appraiser

Awarded to appraisers whose education and experience exceed state appraisal certification requirements. Education requires 45 hours of tested course work on topics that may include real property exchange, land use planning, zoning and taxation, and real estate law.

REPAsm, Real Estate Professional Assistantsm

A comprehensive two-day certificate course that provides an intensive introduction to the real estate business and specific ways support staff can become valuable assets to their employers.

RSPS, Resort and Second-Home Property Specialist

RSPS recognizes real estate professionals who facilitate the buying, selling or management of properties for investment, development, retirement or second homes in a resort, recreational and/or vacation destination.

SIOR, Society of Industrial and Office REALTORS®

Individuals certified with the SIOR designation are top producers in industrial and office real estate brokerage. Mandatory recertification requirement assures clients of the designee's excellence in the fast changing commercial brokerage field.

SRES, Senior Real Estate Specialist

SRES certifies that a Realtor® is proficient in serving clients aged 50 and older. Designees complete a two-day course covering issues such as specialized housing options and asset protection. SRES indicates a REALTOR®'s advanced education and commitment to this population.

TRC, Transnational Referral Certification

Prepares real estate professionals to make and receive compensated referrals using the Transnational Referral system developed by NAR and the International Consortium of Real Estate Associations (ICREA). TRC demonstrates that professionals are well versed in the procedures of the Transnational Referral system and have pledged to follow a code of conduct in business dealings.