

NATIONAL ASSOCIATION OF REALTORS®

Designations & Certifications

Take your brokerage to the next level

Expanding your brokerage's specialties not only opens up opportunities for your business, but also attracts a well-rounded group of agents. In today's market, it seems that in order to really move ahead, you need to specialize.

Utilize NAR's wide array of designations and certifications to boost your business and expand your consumer base, not to mention your referral network. By identifying the strengths of your brokerage, you can hone in your effort, time, and resources on a particular client.

Expect more from your agents by *being the example*

When you expand your knowledge with NAR's designations and certifications, you not only show your dedication to the profession, but you also encourage your agents to follow your lead. With your help, your agents can become knowledgeable and confident, which will bring great value to your brokerage and their clients. Empower them to develop professionally, and in their social skills by taking advantage of what NAR has to offer.

Let their success be *your* success and let it start with YOU!

NAR Designations



Accredited Buyer's Representative 
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



Certified Residential Specialist 
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



Accredited Land Consultant 
The most trusted, knowledgeable and highest-performing experts in all segments of land.
800-441-5263 www.RLILand.com



Counselor of Real Estate
The designation for only the most experienced and trusted advisors in real estate.
312-329-8427 www.CRE.org




Certified Commercial Investment Member
Commercial investment real estate experts demonstrating unparalleled financial analysis skills.
800-621-7027 www.CCIM.com



General/Residential Accredited Appraiser
Signifies advanced education and experience in commercial, industrial and residential property valuation.
800-874-6500, ext. 8268
www.REALTOR.org/appraisal



Certified International Property Specialist 
Ensures agents' success in servicing international clients in their local community.
800-874-6500, ext. 8369
www.REALTOR.org/global



Graduate, REALTOR® Institute
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



CERTIFIED PROPERTY MANAGER®
The premier real estate management credential for property and asset managers.
800-837-0706 www.IREM.org




NAR's Green Designation 
This residential-focused program offers specific themes, ranging from sustainability, green building science and business applications.
800-498-9422 www.GreenREsourceCouncil.org



Certified Real Estate Brokerage Manager
The highest level of achievement in real estate brokerage management and the industry standard for innovative business management and leadership solutions, tools and resources.
800-621-8738 www.REBINstitute.com



Performance Management Network
The REALTOR® designation that combines today's real-world skills with WCR's powerful nationwide referral network.
800-245-8512 www.WCR.org

 Course leading to NAR designations and certifications available online at the Center for REALTOR® Development. Sign up at www.OnlineLearning.REALTOR.

Learn more visit, realtor.org/designations.



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NAR Designations (continued)



Society of Industrial and Office REALTORS®
The most knowledgeable, experienced and successful industrial and office specialists.
202-449-8222 www.SIOR.com



Seller Representative Specialist
The premier credential in seller representation, designed to elevate professional standards and enhance individual performance.
800-621-8738 www.SRSCouncil.com



Seniors Real Estate Specialist®
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

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



Pricing Strategy Advisor Certification (PSA)
Enhance your skills in pricing properties, creating CMAs, working with appraisers, and guiding clients through the anxieties and misperceptions they often have about home values, with PSA.
800-354-2831 www.PricingStrategyAdvisor.org



Certified Real Estate Team Specialist
The CRETS certification provides a comprehensive foundation of skill development, training and resources to build, lead and manage a high performance team.
800-621-8738 www.REBINstitute.com



Real Estate Negotiation Expert
The premier negotiating credential for real estate professionals.
800-621-8738 www.REBINstitute.com



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



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



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



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 the Center for REALTOR® Development. Sign up at www.OnlineLearning.REALTOR.org.



REALTOR® University Graduate School of Real Estate

The Master of Real Estate (MRE) degree program is tailored specifically for working professionals to offer maximum flexibility and industry knowledge that is essential to business today. REALTOR® University 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. 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.

Increase your knowledge and advance your career at RealtorU.edu.