

# Designations and Certifications

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The National Association of REALTORS® (NAR) and its affiliated Institutes, Societies, and Councils provide a wide-range of programs and services that help members increase their skills, proficiency, and knowledge. Designations and certifications acknowledging experience and expertise in various real estate sectors are awarded by NAR and each affiliated group upon completion of required courses.

## NAR Family Designations & Certifications

### Accredited Buyer's Representative® / ABR®



The Accredited Buyer's Representative (ABR®) designation is designed for real estate buyer agents who focus on working directly with buyer-clients at every stage of the home-buying process.

**Presented by REBAC (Real Estate Buyer's Agent Council)**

### Seller Representative Specialist / SRS



The Seller Representative Specialist (SRS) designation is the premier credential in seller representation. It is designed to elevate professional standards and enhance personal performance. The designation is awarded to real estate practitioners by the Real Estate Business Institute (REBI) who meet specific educational and practical experience criteria.

### Graduate, REALTOR® Institute / GRI



REALTORS® with the GRI designation have in-depth training in legal and regulatory issues, technology, professional standards, and the sales process. Earning the designation is a way to stand out to prospective buyers and sellers as a professional with expertise in these areas.

**Presented by National Association of REALTORS®**

## Seniors Real Estate Specialist® / SRES®



The SRES® Designation program educates REALTORS® on how to profitably and ethically serve the real estate needs of the fastest growing market in real estate, clients age 50+. By earning the SRES® designation, you gain access to valuable member benefits, useful resources, and networking opportunities across the U.S. and Canada to help you in your business.

**Presented by SRES® Council**

## Certified Residential Specialist / CRS



The CRS designation is the highest credential awarded to residential sales agents, managers, and brokers.

**Presented by Council of Residential Specialists**

## Military Relocation Professional / MRP



NAR's Military Relocation Professional certification focuses on educating real estate professionals about working with current and former military service members to find housing solutions that best suit their needs and take full advantage of military benefits and support.

**Presented by REBAC (Real Estate Buyer's Agent Council)**

## e-PRO®



NAR's e-PRO® certification teaches you to use cutting-edge technologies and digital initiatives to link up with today's savvy real estate consumer.

**Presented by the National Association of REALTORS®**

## Certified International Property Specialist / CIPS



Instantly align yourself with the best in international real estate by earning the CIPS designation. The program includes five full days of study focusing on the critical aspects of international real estate transactions, and an influential network of 2,000 professionals who turn to each other first when looking for referral partners.

**Presented by the National Association of REALTORS®**

## Pricing Strategy Advisor / 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 NAR's PSA (Pricing Strategy Advisor) certification.

**Presented by the National Association of REALTORS®**

## At Home With Diversity® / AHWD®



Learn to work effectively with – and within – today's diverse real estate market. The At Home with Diversity certification teaches you how to conduct your business with sensitivity to all client profiles and build a business plan to successfully serve them.

**Presented by the National Association of REALTORS®**

## Resort & Second-Home Property Specialist / RSPS



This certification is designed for REALTORS® who facilitate the buying, selling, or management of properties for investment, development, retirement, or second homes in a resort, recreational and/or vacation destination.

**Presented by the National Association of REALTORS®**

## Certified Commercial Investment Member / CCIM



The Certified Commercial Investment Member (CCIM) designation is commercial real estate's global standard for professional achievement, earned through an extensive curriculum of 200 classroom hours and professional experiential requirements. CCIMs are active in 1,000 U.S. markets and 31 other countries and comprise a 13,000-member network that includes brokers, leasing professionals, asset managers, appraisers, corporate real estate executives, investors, lenders, and other allied professionals.

**Presented by the CCIM Institute**

## Certified Property Manager® / CPM®



CPM designees are recognized as experts in real estate management. Holding this designation demonstrates expertise and integrity to employers, owners, and investors.

**Presented by Institute of Real Estate Management (IREM)**

## Short Sales & Foreclosure Resource® / SFR®



The SFR® certification teaches real estate professionals to work with distressed sellers and the finance, tax, and legal professionals who can help them, qualify sellers for short sales, develop a short sale package, negotiate with lenders, safeguard your commission, limit risk, and protect buyers.

## NAR's Green Designation / GREEN



Through NAR's Green Designation, the Green REsource Council provides ongoing education, resources and tools to help real estate practitioners find, understand, and market properties with green features.

## General Accredited Appraiser / GAA



For general appraisers, this designation is awarded to those whose education and experience exceed state appraisal certification requirements.

Presented by National Association of REALTORS®

## Performance Management Network / PMN



This designation is unique to the REALTOR® family designations, emphasizing that in order to enhance your business, you must enhance yourself. It focuses on negotiating strategies and tactics, networking and referrals, business planning and systems, personal performance management and leadership development.

Presented by Women's Council of REALTORS®

## Residential Accredited Appraiser / RAA



For residential appraisers, this designation is awarded to those whose education and experience exceed state appraisal certification requirements.

Presented by National Association of REALTORS®

## Real Estate Negotiation Expert/RENE



Presented by the Real Estate Business Institute

This certification is for real estate professionals who want to sharpen their negotiation skills. The RENE certification program gives REALTORS® the tips and tools they need to be skillful advocates for their clients.

## Accredited Land Consultant / ALC



The esteemed **Accredited Land Consultants (ALCs)** are the most trusted, knowledgeable, experienced, and highest-producing experts in all segments of land. The designation requires successful completion of a rigorous LANDU education program, a specific, high-volume and experience level, and adherence to an honorable Code of Conduct.

Presented by the REALTORS® Land Institute (RLI)