

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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