

## NAR Family Designations

Designations are specialized credentials for REALTORS®. Designations offer extensive benefits that are continually improved upon and expanded.

For this reason, maintaining a designation requires annual dues and continued membership in NAR.

### [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)

Contact REBAC at [rebac@realtors.org](mailto:rebac@realtors.org)(link sends e-mail) or 800-648-6224.

### [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. Conferred by the REALTORS® Land Institute, 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)

Contact RLI at 800.441.5263 or [rli@realtors.org](mailto:rli@realtors.org)(link sends e-mail).

### [Certified International Property Specialist / CIPS](#)





Instantly align yourself with the best in international real estate by earning the CIPS designation. The designation requires completion of five full-day courses focusing on the critical aspects of international real estate transactions. CIPS designees are connected to an influential network of over 3,500 professionals who turn to each other first when looking for referral partners.

Presented by the National Association of REALTORS®

Contact Member Support at [CIPS@realtors.org](mailto:CIPS@realtors.org)(link sends e-mail) or 1-800-874-6500 ext. 8369.

## [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)

Contact IREM® at 800-837-0706, ext. 4650.

## [Certified Real Estate Brokerage Manager / CRB](#)



# CERTIFIED REAL ESTATE BROKERAGE MANAGER

The Certified Real Estate Brokerage Manager (CRB) is one of the most respected and relevant designations offered in real estate business management and is awarded to REALTORS® who have completed advanced educational and professional requirements. CRB Designees are better positioned to streamline operations, integrate new technology and apply new trends and business strategies.

Visit [REBINstitute.com](https://REBINstitute.com)([link is external](#)), or contact the Real Estate Business Institute (REBI) at [info@REBINstitute.com](mailto:info@REBINstitute.com)([link sends e-mail](#)) or 800-621-8738

## [Certified Residential Specialist / CRS](#)



**Certified  
Residential Specialist**

*The Proven Path To Success*

The CRS designation is the highest credential awarded to residential sales agents, managers, and brokers. On average, CRS designees earn nearly three times more in income, transactions, and gross sales than non-designee REALTORS®.

Presented by Residential Real Estate Council

Contact RRC at <https://www.crs.com/about-us/contact-us>([link is external](#)) or 800-462-8841.

## [General Accredited Appraiser / GAA](#)





For general appraisers, this designation is awarded to those whose education and experience exceed state appraisal certification requirements and is supported by the National Association of REALTORS®.

Presented by National Association of REALTORS®

Contact GAA program staff at 800-874-6500 ext. 8268 or email [appraisal@realtors.org](mailto:appraisal@realtors.org)(link is external).

## [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.

Presented by The Green REsource Council

Contact The Green REsource Council at [greendesignation@realtors.org](mailto:greendesignation@realtors.org)(link sends e-mail) or 800-498-9422.

## [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®

Contact your [State Association](#) to get information on program requirements, course schedules, location, and tuition.

## [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®

Contact the Women's Council of REALTORS® at 800-245-8512.

## [Residential Accredited Appraiser / RAA](#)



For residential appraisers, this designation is awarded to those whose education and experience exceed state appraisal certification requirements and is supported by the National Association of REALTORS®.

Presented by National Association of REALTORS®

Contact RAA program staff at 312-329-8268 or email [appraisal@realtors.org](mailto:appraisal@realtors.org)(link sends e-mail).

## [Seller Representative Specialist / SRS](#)



# SRS

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## SELLER REPRESENTATIVE SPECIALIST

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 professionals who demonstrate the knowledge and skills essential for seller advocacy. SRS designees represent a global community of REALTORS® who use their advanced training and expertise to go above and beyond their client's expectations.

Visit [www.REBINstitute.com](http://www.REBINstitute.com)(link is external) or contact the Real Estate Business Institute (REBI) at [info@rebinstitute.com](mailto:info@rebinstitute.com)(link sends e-mail) or 800-621-8738.

[Society of Industrial and Office REALTORS® / SIOR](#)



The SIOR designation is held by only the most knowledgeable, experienced, and successful commercial real estate brokerage specialists. To earn it, designees must meet standards of experience, production, education, ethics, and provide recommendations.

Presented by Society of Industrial and Office REALTORS®

Contact SIOR at 202-449-8200.

## 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

Contact SRES Council at [sres@realtors.org](mailto:sres@realtors.org)(link sends e-mail) or 800-500-4564.

## NAR Family Certifications

Like designations, certifications are also specialized credentials for REALTORS®. Maintaining a certification requires only an application fee and continued membership in NAR, but no annual dues.

## 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®

For more information on this course and its business principles, please contact us at [ahwd@realtors.org](mailto:ahwd@realtors.org)(link sends e-mail) or 800-874-6500 ext. 8393.

## Broker Price Opinion Resource / BPOR



The BPOR certification is no longer being awarded to members. Approximately 6,000 members have earned BPOR.

## Certified Real Estate Team Specialist / C-RETS



The Certified Real Estate Team Specialist (C-RETS) certification is designed to improve team development, individual leadership skills, and financial performance. C-RETS courses provide the tools, strategies, and knowledge that are required of today's real estate professionals who are either considering or currently operating in a team environment. It is for team leaders, team members, those looking to start a team, and those who simply want to sharpen their management skills.

Visit [www.REBINstitute.com](http://www.REBINstitute.com)(link is external) or contact the Real Estate Business

Institute (REBI) at [info@REBINstitute.com](mailto:info@REBINstitute.com)(link sends e-mail) or 800-621-8738.

## Digital Marketing: Social Media



The RRC Digital Marketing: Social Media certification is for real estate professionals who want to develop expertise with social media resources and the sites that are an essential part of today's digital marketing mix, whether you are promoting your business or the properties you represent.

Presented by Residential Real Estate Council

Contact RRC at <https://www.crs.com/about-us/contact-us>(link is external) or 800-462-8841.



[e-PRO®](#)



NAR's e-PRO® certification program helps REALTORS® master the advanced digital marketing techniques of today. With the e-PRO® certification, REALTORS® increase their ability to reach customers, expand their capabilities, and build trust by safeguarding client information.

Presented by the National Association of REALTORS®

Contact e-PRO® at [epro@realtors.org](mailto:epro@realtors.org)([link sends e-mail](#)) or 877-397-3132.

[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)

Contact us at [MRP@realtors.org](mailto:MRP@realtors.org)([link sends e-mail](#)) or 888-648-8321.

[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®

[Real Estate Negotiation Expert / RENE](#)

# RENE

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## Real Estate NEGOTIATION EXPERT

The first and only negotiation credential recognized by the National Association of REALTORS®, the Real Estate Negotiation Expert (RENE) certification is designed to elevate and enhance negotiating skills so that today's real estate professionals can play the game to win.

Presented by the Real Estate Business Institute

Visit [www.REBINstitute.com](http://www.REBINstitute.com) (link is external) or contact the Real Estate Business Institute (REBI) at [info@rebinstitute.com](mailto:info@rebinstitute.com) (link sends e-mail) or 800-621-8738.

[Residential Listing](#)



The RRC Residential Listing Specialist Certification program helps REALTORS® master the art of listing residential properties. The courses provide strategies, tools, and more to help agents enhance and differentiate their listings.

Presented by Residential Real Estate Council

Contact RRC at <https://www.crs.com/about-us/contact-us> (link is external) or 800-462-8841.

[Resort & Second-Home Property Specialist / RSPS](#)



## 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 are involved in this market niche.

Presented by the National Association of REALTORS®

Contact us at [resort@realtors.org](mailto:resort@realtors.org)(link sends e-mail) or 800-874-6500 ext. 8320.

## 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.

Presented by the National Association of REALTORS®

Contact us at [sfr@realtors.org](mailto:sfr@realtors.org)(link sends e-mail) or 877-510-7855.

## Smart Home



The Smart Home certification is for real estate professionals who want to develop expertise in the technology, privacy issues, and best transition tactics involved in selling smart homes.

Presented by Residential Real Estate Council

Contact RRC at <https://www.crs.com/about-us/contact-us>(link is external) or 800-462-8841.

