

# Get a Competitive Edge With Official REALTOR® Family Designations

To stay ahead of the competition in the ever-changing world of real estate, education and specialization are a must. That's why the NATIONAL ASSOCIATION OF REALTORS® and its Institutes, Societies and Councils offer a broad range of advanced education programs for virtually all real estate specialties.

In addition to containing valuable information that can advance your career, these designation and certification programs are also convenient. Taking your busy schedule into consideration, many of the programs are offered both in classrooms and on-line, making access to them as easy as possible.

These designations and certifications also serve as proof of your commitment to staying on top of the industry and provide many important career benefits:

- significantly increase your income\*
- build your skills to provide specialized expertise
- increase your knowledge of niche markets
- add prestige to enhance your professional image in the marketplace
- provide evidence of your training that can be seen and recognized by clients and peers
- increase marketability, proficiency, and productivity

Get a competitive edge by starting, continuing or completing a designation program today.  
A few letters after your name can have a big impact on your career.

#### Official NAR-endorsed Designations:



ABR, Accredited Buyer Representative, REBAC (Real Estate BUYER'S Agent Council), 800-648-6224, [www.REBAC.net](http://www.REBAC.net)



ABRM<sup>SM</sup>, Accredited Buyer Representative, REBAC (Real Estate BUYER'S Agent Council), 800-648-6224, [www.REBAC.net](http://www.REBAC.net)



ALC<sup>SM</sup>, Accredited Land Consultant, REALTORS® Land Institute (RLI<sup>SM</sup>), 800-441-LAND (5263), [www.riland.com](http://www.riland.com)



CCIM<sup>SM</sup>, Certified Commercial Investment Member, CCIM Institute, 800-621-7027, [www.ccim.com](http://www.ccim.com)



CIPS®, Certified International Property Specialist, NATIONAL ASSOCIATION OF REALTORS®, 800-874-6500, ext. 8412  
[www.REALTOR.org/international](http://www.REALTOR.org/international)



CPM®, Certified Property Manager Institute of Real Estate Management (IREM®), 800-837-0706, ext. 4650, [www.irem.org](http://www.irem.org)



CRB<sup>SM</sup>, Certified Real Estate Brokerage Manager, Council of Real Estate Brokerage Managers, 800-621-8738, [www.CRB.com](http://www.CRB.com)



CRS®, Certified Residential Specialist, Council of Residential Specialists, 800-462-8841, [www.crs.com](http://www.crs.com)



CRE®, Counselor of Real Estate, The Counselors of Real Estate 312-329-8427, [www.cre.org](http://www.cre.org)



GAA<sup>SM</sup>, General Accredited Appraiser, NATIONAL ASSOCIATION OF REALTORS®, 800-874-6500, ext.8393, [www.REALTOR.org/appraisal](http://www.REALTOR.org/appraisal)



GRI<sup>SM</sup>, Graduate REALTOR® Institute, NATIONAL ASSOCIATION OF REALTORS®, 312-329-3278, [www.REALTOR.org/gri](http://www.REALTOR.org/gri)



LTG<sup>SM</sup>, Leadership Training Graduate, Women's Council of REALTORS® (WCR), 800-245-8512, [www.wcr.org](http://www.wcr.org)



RCE<sup>SM</sup>, REALTOR® Association Certified Executive, NATIONAL ASSOCIATION OF REALTORS®, 312-329-8545, [www.REALTOR.org/rce](http://www.REALTOR.org/rce)



RAA<sup>SM</sup>, Residential Accredited Appraiser, NATIONAL ASSOCIATION OF REALTORS®, 800-874-6500, ext 8393, [www.REALTOR.org/appraisal](http://www.REALTOR.org/appraisal)



SIOR®, Society of Industrial and Office REALTORS®, 202-449-8200, [www.sior.com](http://www.sior.com)

#### Official NAR-endorsed Certifications:



AT HOME WITH DIVERSITY® Certification, NATIONAL ASSOCIATION OF REALTORS®, 202-383-1201, [www.REALTOR.org/diversity](http://www.REALTOR.org/diversity)



e-PRO®, NATIONAL ASSOCIATION OF REALTORS®, [www.eProNAR.com](http://www.eProNAR.com)



REPA<sup>SM</sup>, Real Estate Professional Assistant, 800-648-6224, [www.professional-assistant.com](http://www.professional-assistant.com)

\*According to the 2001 NAR Member Profile survey, sales agents holding professional designations have incomes that are \$27,000 higher, while brokers with designations earn \$18,900 more per year.



NATIONAL ASSOCIATION OF REALTORS®

The Voice for Real Estate

430 North Michigan Avenue  
Chicago, IL 60611-4087

Real Strength.  
Real Advantages.