

NAR Accredited Designations & Courses

REALTOR® Family Designation Programs

The NATIONAL ASSOCIATION OF REALTORS® has nine affiliated Institutes, Societies, and Councils that provide a wide-ranging menu of programs and services that assist members in increasing skills, productivity and knowledge. Designations acknowledging experience and expertise in various real estate sectors are awarded by each Affiliated group upon completion of required courses. In addition, NAR offers five certification programs to its members.



ABR, Accredited Buyer Representative

With over 40,000 members, REBAC is the largest association of real estate professionals focusing on all aspects of buyer representation. Over 30,000 ABR® designees have completed the REBAC course, passed the test and provided documentation of buyer agency experience.

REBAC (Real Estate Buyer's Agent Council)

Contact [REBAC](#), 800/648-6224, or visit the [REBAC Web site](#).



ABRM, Accredited Buyer Representative Manager

Geared to real estate firm brokers, owners and managers that have or wish to incorporate buyer representation into their daily practice, designees have taken and passed both the ABR® and ABRMSM course and provided documentation of past management experience.

REBAC (Real Estate Buyer's Agent Council)

Contact [REBAC](#), 800/648-6224 or visit the [REBAC Web site](#).



ALC, Accredited Land Consultant

ALC's are the recognized experts in land brokerage transactions of five specialized types: (1) farms and ranches; (2) undeveloped tracts of land; (3) transitional and development land; (4) subdivision and wholesaling of lots; and (5) site selection and assemblage of land parcels. Acquire valuable skills through educational offerings leading to the ALC designation.

REALTORS® Land Institute (RLI)

For information on the ALC designation call 800/441-5263, visit the [RLI Web site](#) or e-mail rli@realtors.org.



CCIM, Certified Commercial Investment Member®

CCIMs are recognized experts in commercial real estate brokerage, leasing, valuation and investment analysis. The CCIM business network includes more than 7,500 designees and an equal number of candidates principally in North America, but also in Asia and Europe. CCIMs are backed by a respected education program, as well as superior technology products and business resources.

CCIM Institute

Call 800/621-7027, visit the [CCIM Web site](#).



CIPS, Certified International Property Specialist

The CIPS network is comprised of 1,500 real estate professionals from 50 countries who deal in all types of real estate, but with one common element: they are focused specifically on the "international" market. Whether traveling abroad to put deals together, assisting foreign investors, helping local buyers invest abroad, or serving an immigrant niche in local markets, CIPS designees are consumers' best resource to ensure they are dealing with a professional skilled in the unique aspects of international real estate.

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Call NAR Customer Service at 800/874-6500, e-mail [NAR International](#) or visit the [CIPS Education](#) page.



CPM, CERTIFIED PROPERTY MANAGER®

Acquire valuable real estate management skills through educational offerings leading to the CPM® designation. CPM® members have the competitive edge in every area of real estate management from residential to commercial to industrial.

Institute of Real Estate Management (IREM)

Contact Customer Service at 800/837-0706, ext. 4650 or visit the [IREM Web site](#).



CRB, Certified Real Estate Brokerage Manager

The Certified Real Estate Brokerage Manager (CRB) designation is recognized industry-wide as the measure of success in brokerage and real estate business management. The designation is awarded by the Council of Real Estate Brokerage Managers to REALTORS® who have completed the Council's advanced educational and professional requirements. CRB designees consistently increase their level of industry knowledge, advance their earning and career potential, increase their firm's profitability and benefit from active involvement in our network of real estate professionals. The new CRB Designation Program now provides credit for management experience, higher education and previously earned NAR designations. Additional credits can be earned through the Council's management education programs delivered live or by Self Study on CD-ROM.

Council of Real Estate Brokerage Managers

For more information, contact [CRB](#), call 800/621-8738 or visit the [CRB Web site](#).



CRS®, Certified Residential Specialist®

Agents can maximize their potential by earning the CRS® Designation and joining the organization that has served top-producing residential sales agents since 1977. The more than 35,000 CRS® Designees benefit from nationwide referral opportunities, a professional image that attracts customers, and sales and marketing support. The CRS® Designation is awarded to experienced REALTORS® who complete advanced training in listing and selling, and meet rigorous production requirements.

Council of Residential Specialists

Contact Customer Services at 800/462-8841, visit the [CRS Web site](#).



CRE, Counselor of Real Estate

The Counselor of Real Estate – or CRE – is a member of The Counselors of Real Estate, an international group of recognized professionals who provide seasoned, objective advice on real property and land-related matters. Only 1,100 practitioners throughout the world carry the CRE designation. Membership is by invitation only.

Counselors of Real Estate

Call 312/329-8427 or visit the [CRE Web site](#).



GAA, General Accredited Appraiser

Certified general appraisers wishing to increase their visibility should consider pursuing the GAA designation. The GAA designation is awarded to appraisers whose education and experience exceed state appraisal certification requirements and is supported by the NATIONAL ASSOCIATION OF REALTORS®.

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Call 800/874-6500 ext. 8393 or visit the [NAR Appraisal page](#).



Green Designation

The National Association of REALTORS® (NAR) Green Designation is the definition of green professionalism, excellence, and leadership for today's real estate practitioners. Specifically designed to address the educational needs of practitioners in residential, commercial, and property management markets, this training program is a true cross-over designation and the only green designation recognized by NAR.

The Green REsource Council

Established by the National Association of REALTORS® (NAR), the Green REsource Council serves real estate professionals by providing comprehensive training and access to cutting-edge resources and tools as well as promoting green excellence, leadership, and consumer awareness within and across multiple real estate disciplines. Practitioners who complete the 3-day program are awarded NAR's Green Designation, the only green training program recognized by the NAR.

For information on the Green Designation, visit the [Green Web site](#) (at www.greenresourcecouncil.org) or email greendesignation@realtors.org



GRI Graduate REALTOR® Institute

Members involved in residential real estate who want a solid base of information for their practice will want to participate in the REALTOR® Institute program and earn the GRI designation.

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Contact your State REALTOR® Association for course dates and locations or go to the listing of State REALTOR® Associations [available here](#).

NAR maintains a clearinghouse of information for individuals interested in the GRI

program. For more information, visit the [new GRI site](#)



PMN, Performance Management Network

The Performance Management Network (PMN) is a new REALTOR® designation that's built from the ground up to bring you the real-world skills, the know-how and the tools that will keep your business out front and on top of a lightning-fast market. This designation is unique to the REALTOR® family designations, focusing on the idea that in order to enhance your business, you must enhance yourself. The curriculum is driven by the following topics: negotiating strategies and tactics, networking and referrals, business planning & systems, personal performance management and cultural differences in buying and selling.

Women's Council of REALTORS®

Contact the WCR [Education Department](#), 800/245-8512 or visit the [WCR Web site](#).



RCE, REALTOR® association Certified Executive

Association executives interested in demonstrating commitment to the field of REALTOR® association management should pursue the RCE designation. AEs are recognized for their specialized industry knowledge and their association achievements and experience.

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Contact [Renee Holland](#), 312/329-8545. More information can be found at the [Association Executives Homepage](#).



Residential Accredited Appraiser

Certified residential appraisers wishing to increase their visibility should consider pursuing the RAA designation. The RAA designation is awarded to appraisers whose education and experience exceed state appraisal certification requirements and is supported by the NATIONAL ASSOCIATION OF REALTORS®.

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Call 800/874-6500, ext. 8393, or visit the [NAR Appraisal page](#).



SRES®, Seniors Real Estate Specialist

The SRES® Designation program trains REALTORS® to profitably and ethically serve the real estate needs of clients age 50+. Includes first year membership in SRES Council and its umbrella of services.

SRES Council

Call 800-500-4564 or visit the [SRES Web site](#).



SIOR, Society of Industrial and Office REALTORS®

Individuals certified with the SIOR designation are top producers in industrial and office real estate brokerage. SIOR's network includes more than 2,800 members in 480 cities in 20 countries on six continents. The Society's mandatory re-certification requirement assures clients of the designee's excellence in the fast changing commercial brokerage field.

Society of Industrial and Office REALTORS®

Contact Membership at 202/449-8200 or visit the [SIOR Web site](#).