

NAR Certifications and Designations

NAR Certifications			
Certification	Initials	Description	Contact
At Home with Diversity	AHWD®	Learn to work effectively with, and within today's diverse real estate market. The AHWD® certification teaches you how to conduct your business with sensitivity to all client profiles and build a business plan to serve them successfully.	NAR 1-800-874-6500 ahwd@realtors.org
Broker Price Opinion Resource	BPOR	The BPOR certification provides REALTORS® with knowledge and skills to perform accurate and professional broker price opinions (BPOs) and comparative market analyses (CMAs), while reducing risk and increasing opportunities.	NAR 1-800-874-6500 bpor@realtors.org
e-PRO®	e-PRO®	This certification teaches you to use cutting-edge technologies and digital initiatives to link up with today's savvy real estate consumer.	NAR/e-PRO® (877) 397-3132 epro@realtors.org
Military Relocation Professional	MRP	The MRP 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.	Real Estate Buyer's Agent Council (REBAC) 1-888-648-8321 MRP@realtors.org
Resort and 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.	NAR 1-800-874-6500 resort@realtors.org
Short Sales and 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 1-877-510-7855 sfr@realtors.org

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Accredited Buyer Representative	ABR®	This designation is designed for real estate buyer agents who focus on working directly with buyer-clients at every stage of the home-buying process.	Real Estate Buyer's Agent Council (REBAC) 1-800-648-6224 rebac@realtors.org
Accredited Land Consultant	ALC sm	The esteemed ALC sm 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.	REALTORS® Land Institute (RLI) 1-800-441-5263 rli@realtors.org
Certified Commercial Investment Member	CCIM sm	The CCIM sm designation is commercial real estate's global standard for professional achievement, earned through an extensive curriculum of 200 classroom hours and professional experiential requirements.	CCIM Institute 1-800-621-7027 www.CCIM.com
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.	NAR 1-800-874-6500 CIPS@realtors.org
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.	Institute of Real Estate Management (IREM) 1-800-837-0706
Certified Real Estate Brokerage Manager	CRB sm	The CRB sm is one of the most respected and relevant designations offered in real estate business management. It is awarded to REALTORS® who have completed advanced educational and professional requirements. CRB sm designees are better positioned to streamline operations, integrate new technology, and apply new trends and business strategies.	CRB Council 1-800-621-8738 info@crb.com

NAR Designations (cont'd.)			
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Certified Residential Specialist®	CRS®	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®.	Council of Residential Specialists (CRS) 1-800-462-8841 www.crs.com
Counselor of Real Estate®	CRE®	The Counselors of Real Estate® is an international group of recognized professionals who provide seasoned, expert, 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.	The Counselors of Real Estate® (312) 329-8427 info@cre.org
General Accredited Appraiser	GAA sm	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®.	NAR 1-800-874-6500 appraisal@realtors.org
NAR's Green Designation	GREEN	Through NAR's Green Designation, the Green Resource Council provides ongoing education, resources, and tools so that real estate practitioners can successfully seek out, understand, and market properties with green features.	The Green Resource Council 1-800-498-9422 greendesignation@realtors.org
Graduate, REALTOR® Institute	GRI sm	REALTORS® with the GRI sm 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.	NAR 1-800-874-6500 gri@realtors.org
Performance Management Network	PMN	This designation is unique to the REALTOR® family designations. It emphasizes, 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.	Women's Council of REALTORS® 1-800-245-8512
REALTOR® Association Certified Executive	RCE	RCE is the only professional designation designed specifically for REALTOR® association executives. RCE designees exemplify goal-oriented AEs with drive, experience, and commitment to professional growth.	NAR (312) 329-8545 rholland@realtors.org
Residential Accredited Appraiser	RAA sm	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®.	NAR (312) 329-8268 appraisal@realtors.org
Seller Representative Specialist	SRS	The 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 Council of Real Estate Brokerage Managers (CRB) who meet specific educational and practical experience criteria.	Council of Real Estate Brokerage Managers (CRB) 1-800-621-8738 www.srscouncil.com
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.	Society of Industrial and Office REALTORS® (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.	SRES Council 1-800-500-4564 sres@realtors.org