

ABR ABRM GAA CBR
ALC CIPS AMO CRB GRI
rCRMS CCIM GREEN CPM

2010 Arizona Association of REALTORS®

designation guide

SIOR PMN RAA AGoM RSPS
SRA CRE SRES SFR
ABR ARM CCIM PMN
SRA SFR ePRO CPM
CRS LTA CSM
SIOR CRE ABR
GAA ARM C-CREC CIPS
PMN AGoM MAI
MRE SRES RSPS
CRP ABRM CRS

INTRODUCTION

At one time the National Association of REALTORS® (NAR) was one of the few groups to create and bestow REALTOR® designations. In the last ten years franchise groups, proprietary schools, and individual groups added designations, certifications, and accreditations. This handbook helps you sort through the requirements for many designations, certifications, and accreditations, hereafter referred to as credentials.

Each credential listed in this handbook consists of four pages. The first page provides the benefits a designee may access once they earn the credential. The second page contains an overview and appropriate contact information. The third provides an outline of the necessary requirements to earn the respective credential. The fourth page provides a variety of information including application fees and annual dues.

Information in this handbook was assembled from the web pages of the providers and through contact with the providers. Every effort was made to ensure the accuracy of the information. However, information may be modified following printing of this book. Therefore, credential candidates should confirm requirements and fees with the provider.

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* National Association of REALTORS[®] Family Designation Programs

Appraisal Institute

Designation offered: **MAI, SRA**

550 West Van Buren Street

Suite 1000

Chicago, IL 60607

312-335-4100

www.appraisalinstitute.org

CCIM Institute

Designation offered: **CCIM**

430 North Michigan Avenue, Suite 800

Chicago, IL 60611-4092

(800) 621-7027

(312) 321-4460

Fax (312) 321-4530

www.CCIM.com

Certified Buyer Representative (CBR)

Designation offered: **CBR**

1036 Dead Run Drive

McLean, VA 22101

(703) 663-9419

Fax (866) 429-0282

www.CBRSource.com www.RealNetLearning.com

Consumer-Certified Real Estate Consultants® (C-CREC®)

Designation offered **C-CREC®**

404 4th Avenue

Lewiston, ID 83501

(800) 445-8543

Fax (208) 746-4760

www.ccrec.com

susan@narec.com

Council of Real Estate Brokerage Managers

Designation offered: **CRB**

430 North Michigan Avenue

Chicago, IL 60611

(800) 621-8738

Fax (312) 329-8882

www.CRB.com

info@CRB.com

Council of Residential Specialists (CRS)

Designation offered: **CRS**

430 North Michigan Ave., 3rd Floor

Chicago, IL 60611

(800) 462-8841

Fax (312) 329-8551

www.crs.com

crshelp@crs.com

The Counselors of Real Estate (CRE)

Designation offered: **CRE**

430 North Michigan Avenue

Chicago, IL 60611-4089

(312) 329-8427

Fax: (312) 329-8881

www.cre.org

info@cre.org

Employee Relocation Council®

Designation offered: **CRP™**

Worldwide ERC®

4401 Wilson Blvd. Ste 510

Arlington, VA 22203

(703) 842-3400 or (703) 842-3430

Fax (703) 527-1554

www.worldwideerc.org

crp@worldwideerc.org

Institute of Real Estate Management (IREM®)

Designation offered: **CPM®**

Accreditation offered: **AMO®**

Certification offered: **ARM® ACoM®**

430 North Michigan Avenue

Chicago, Illinois 60611-4090

(800) 837-0706, ext. 4650

Fax: (800) 338-4736

www.irem.org

custserv@irem.org

National Association of REALTORS® (NAR)

Designations offered: **GRI, CIPS, GAA, RAA, GREEN**

Certifications offered: **SFR**

430 North Michigan Avenue

Chicago, IL 60611-4087

(800) 874-6500, (312) 329-8376

www.realtor.org

REALTORS® Land Institute (RLI)

Designation offered: **ALC**

430 North Michigan Avenue, Suite 1100

Chicago, IL 60611-4094

(800) 441-5263, (312) 329-8446

Fax (312) 329-8633

www.rliland.com

rli@realtors.org

Real Estate Buyer's Agent Council (REBAC)

Designations offered: **ABR®, ABRM®**

430 North Michigan Avenue

Chicago, IL 60611-4087

(800) 648-6224, (312) 329-8656

Fax (312) 329-8632

www.rebac.net

rebac@realtors.org

Senior Advantage Real Estate Council® (SAREC)

Designation offered: **SRES**

430 N. Michigan Ave.

Chicago, IL 60611

Toll Free: 1-800-500-4564

Fax: 1-312-329-8232

sres@realtors.org

www.sres.org

Social Media Marketing Institute (SMMI)

Designation offered: **CSM**

(888) 293-7501

www.smmiinstitute.com

Society of Industrial and Office REALTORS® (SIOR)

Designation offered: **SIOR**

1201 New York Ave., NW, Ste. 350

Washington, DC 20005-6126

(202) 449-8200

Fax (202) 216-9325

www.sior.com

admin@sior.com

The Institute for Luxury Home Marketing

Designation offered: **CLHMS**

1409 South Lamar, Suite 215

Dallas, TX 75215

Phone: 214-485-3000

Fax: 214-485-3310

www.luxuryhomemarketing.com

blog: <http://magazine.luxuryhomemarketing.com>

Women's Council of REALTORS® (WCR®)

Designation offered: **PMN**

430 North Michigan Avenue

Chicago, IL 60611-4093

(800) 245-8512

Fax (312) 329-3290

www.wcr.org

designation@wcr.org

**Resort and Second Home Property
Specialist**

Designation offered: **RSPS**

430 N. Michigan Avenue

Chicago, IL 60611

(312) 329-8633

Fax (312) 329-8632

www.realtor.org/resort

resort@realtors.org



*At Home With Diversity
Are You Ready for Your Next Prospect?*

In today's housing market, where client profiles are changing rapidly, earning the confidence of a potential homebuyer is more complex than it used to be. Real estate professionals who adapt to increasing cultural diversity in the market and who wisely plan to meet the needs of diverse clients gain a competitive edge and expand opportunities.

AT HOME WITH DIVERSITY

National Association of REALTORS®

Colleen Loeffler Phonwiang, CAE
Manager, Resort & Diversity
430 North Michigan Avenue
Chicago, IL 60611
Phone: 312-329-8495
Email: cloeffler@realtors.org



At Home with Diversity® is a six- to seven-hour course that addresses issues of diversity, fair housing, and cultural differences. The course teaches you to transact business in culturally competent ways. Now the course offers more information than ever:

- Updated statistics, demographics, exercises, and resources
- Improved focus on the subtleties of fair housing
- Greater emphasis on developing an inclusive business plan
- More details on business etiquette for specific cultures
- Additional attention to international clientele and real estate practice

Participation earns you the NAR At Home with Diversity® certification and credit toward the CIPS, CRS, and PMN designations. Fair housing continuing education and GRI credit varies by state. Ask your course sponsor for details.

At Home With Diversity[®]

At Home With Diversity[®] is an educational experience designed to present a picture of the changing face of the real estate industry. More importantly, the class teaches how real estate professionals can increase their sensitivity and adaptability to future market trends. Additionally, you will learn to thrive as an effective service provider and community leader. The course addresses issues of diversity, fair housing, and cultural differences. All three subjects are closely related and have value for real estate professionals who must serve diverse local markets.

Learning Objectives

Upon completion of this session, participants will be able to:

- Access and analyze U.S. demographic information to understand the impact of current trends on the real estate industry.
- Examine cultural stereotypes, assumptions, and biases to increase awareness of such thoughts and attitudes, and learn how to value individual differences.
- Explain how inclusion is the aim of diversity sensitivity, and how it will increase business and enhance risk management.
- Communicate more effectively, and provide equal service to clients in their multicultural local markets.
- Apply and practice the One America Principles and fair housing laws.
- Build and expand the understanding of cultural differences.
- Develop professional and sensitive guidelines for working with people of different cultures.
- Identify personal objectives and review potential strategies to create business plans that include diversity.

Leading with Diversity: A Business Imperative in a Changing World

Leading with Diversity is a course for association executives, association staff, and association member-leaders interested in seeing their association flourish and grow with the changing times. The 2-hour core course curriculum explains the rationale, gives the business case, and sets up the framework for incorporating diversity initiatives into an association's business model. The subsequent 1-hour course lesson plans, which will be made available to AEs who take the initial core course, will focus on specific topics, including:

- Diversity and Communications
- Influencing Your Leadership
- Diversity Policies and Programs
- Your Association and Generational Issues

These modules, provided to AEs, can be tailored for meetings for staff, boards of directors, and committees. By incorporating diversity initiatives in to various aspects of the association, whether they focus on your office administrative staff, marketing and communications

department, or committees, you can rest assured that you will be providing the best possible service to your members and know that they have your entire community's best interests in mind.

Course Objectives

- Access and Analyze local and member demographics
- Understand and explain benefits of a membership, leadership and staff that reflect the community
- Build the case that diversity brings strength to an organization and promotes growth
- Better identify the needs of the diverse member/leader
- Use NAR's Diversity Toolkit
- Identify the minority real estate associations
- Develop a personal/professional growth plan
- Identify other relevant resources
- Create diversity policies as part of governing documents
- Develop one or two key diversity initiatives

The Accredited Buyer's Representative (ABR®) designation is designed for real estate buyer agents who focus on working directly with buyer-clients. When you decide to earn your ABR®, you gain:



- *Valuable real estate education that elevates your skills and knowledge in the eyes of homebuyers.*
- *Ongoing specialized information, programs and updates that help you stay on top of the issues and trends in successfully representing homebuyers.*
- *Access to REBAC members-only marketing tools and resources, which provide an additional competitive edge.*

ACCREDITED BUYER'S REPRESENTATIVE (ABR®)



Real Estate Buyer's Agent Council (REBAC)

430 North Michigan Avenue
Chicago, IL 60611-4087
(800) 648-6224, (312) 329-8656
Fax (312) 329-8632
www.rebac.net
rebac@realtors.org

The ABR® designation is the benchmark of excellence in buyer representation. This coveted designation is awarded to real estate professionals by REBAC. REBAC represents real estate brokers and agents interested in integrating buyer agency services into their day-to-day operations to provide a full menu of services for both buyers and sellers. The goal of ABR® designation courses is to prepare buyer's representatives to provide the kind of service and fidelity to buyers that sellers have always enjoyed. In addition, ABR® courses provide methods to build a buyer representation business. ABR® education creates a comprehensive guide to help agents become effective, efficient and productive buyer's representatives.

The Real Estate Buyer's Agent Council (REBAC), the provider of ABR®, was founded in 1988 to promote superior buyer representation skills and services. An affiliate of The National Association of REALTORS® since 1996, REBAC's membership now numbers well over 50,000 and is the world's largest organization of real estate professionals concentrating on buyer representation.

ABR® Designation Requirements

1. Successful completion of the two-day ABR® Designation Course, including an 80 percent passing grade on the exam. After successful completion of the ABR® Designation Course, you have three (3) years in which to complete the remaining ABR® designation requirements.
2. Successful completion of one approved elective course, including an 80 percent passing grade on the exam, within three (3) years of completing the ABR® Designation Course. (The elective course may be taken prior to the ABR® Designation Course.)
3. Documentation verifying five (5) completed transactions in which you acted as a buyer representative. Any transactions closed prior to taking the ABR® Designation Course or closed within three years after completing the ABR® Designation Course are eligible for credit. Documentation necessary for each of your five (5) completed transactions:

Copy of the signed buyer agency agreement OR purchase/sale agreement or disclosure. The contract must verify the agent's name and/or include the agent's signature as the buyer's agent. Providing the name and/or signature of the buyer's agent's broker is not sufficient.

And

Copy of the closing/settlement statement verifying that each transaction closed.

4. Membership in good standing in the Real Estate Buyer's Agent Council and the National Association of REALTORS®.

Elective Courses

- e-Buyer Course (1-day)
- Innovative Marketing Techniques for Buyer's Reps Course (1-day)
- Successful Buyer Representation in New-Home Sales Course (1-day)
- Successful Relocation Representation Course (1-day)
- Foreclosure Prevention and Opportunities for Buyer/Clients Course (1 day)

Additional Approved Elective Courses

- CIPS 1: International Real Estate for local markets (CIPS 2-day)
- CRS 204: Creating Wealth through Residential Real Estate Investments (2-day)
- Effective Negotiating for Real Estate Professionals (WCR® 1-day)
- e-PRO (NAR® online)
- Land 101: Fundamentals of Land Brokerage (RLI 2-day)
- Resort and Second Home Markets (NAR® 2-day)
- Harnessing the Power: Skills Based Project Management (WCR 1-day)

Annual Membership Dues: \$110 REBAC (first year membership is free upon successful completion of two-day course) plus NAR membership. (Required to maintain membership.)

Application and Application Fee: After course provider notifies REBAC that the student completed the two-day course and passed the exam, REBAC sends an application form to the student. There is no application fee. Designees are allowed to reactivate their designation after a two year inactive period for \$50. Designees inactive for five years or more must complete the designation requirements once again.

Continuing Education Credit: Contact course provider.

Course Information: Visit www.rebac.net or www.coursecalendar.com

Estimated Cost of One-Day ABR® Elective: Contact course provider.

Estimated Cost of Two-Day ABR®: Contact course provider.

Exam: Closed book exam after completion of the 2-day ABR® core course - 80 percent score required to pass. Elective courses also require a passing score of 80 percent.

Self-Study/Online Option Available: Yes - visit www.rebac.net

Years to Complete Designation: 36 months



The ABRMSM real estate broker course was developed for managers, brokers and owners who wish to better incorporate buyer representation into their company's service offerings. Buyers want the same level of service that sellers have always enjoyed. Take the course designed specifically for managers.

**ACCREDITED BUYER'S
REPRESENTATIVE MANAGER
(ABRMsm)**



Real Estate Buyer's Agent Council (REBAC)

430 North Michigan Avenue
Chicago, IL 60611-4087
(800) 648-6224, (312) 329-8656
Fax (312) 329-8632
www.rebac.net
rebac@realtors.org

The ABRMsm designation is the only Buyer Representation Designation for Managers, Brokers, and Owners affiliated with the National Association of REALTORS®.

The ABRMsm designation, developed in partnership with the Council of Real Estate Brokerage Managers (CRB), is for real estate firm brokers, owners, and managers who incorporate, or wish to incorporate, buyer representation into their daily practice. REBAC awards the ABRMsm designation to those members who meet the specified educational and practical experience criteria.

The Real Estate Buyer's Agent Council (REBAC), the provider of ABRMsm, was founded in 1988 to promote superior buyer representation skills and services. An affiliate of The National Association of REALTORS® since 1996, REBAC's membership now numbers well over 40,000 and is the world's largest organization of real estate professionals concentrating on buyer representation.

ABRMsm Designation Requirements

1. Successful completion of the one-day ABRMsm Designation Course, including an 80 percent passing grade on the exam.
2. Successful completion of the two-day ABR[®] Designation Course, including an 80 percent passing grade on the exam OR a successful challenge* of the exam.
3. Documentation verifying that the broker/owner/manager has overseen a minimum of 25 real estate transactions that involved a buyer agent or has more than two years of experience in the oversight of buyer's representatives.
4. Be a member in good standing with the Real Estate Buyer's Agent Council and the National Association of REALTORS[®].

***To Challenge the ABR[®] Designation Course Exam**

- This option is available only to managing brokers/owners who have taken the ABRMsm course but have not yet obtained the ABRMsm designation.
- Cost is \$295. This includes a one-year membership in REBAC.
- An individual exercising this option will be sent an ABR[®] Course Manual and an exam proctor form.
- If an individual is unsuccessful at passing the exam under the current provisions of this challenge option, they will receive a coupon to take the ABR[®] Course via the Internet at REALTOR[®] University Online, or through one of the approved course providers.

Course topics include:

- Creating a new company vision
- Company and technology policies
- Disseminating policy changes
- Training and marketing systems
- Risk management
- Marketing and evaluations

Annual Membership Dues: \$110 REBAC plus NAR membership.
(Required to maintain membership.)

Application and Application Fee: After course provider notifies REBAC that the student completed the ABRMsm designation course and passed the exam, REBAC sends an application to the student. There is no application fee. Designees are allowed to reactivate their designation after a two year inactive period for \$50. Those inactive for five years or more must complete the designation requirements once again.

Continuing Education Credit: Contact course provider.

Course Information: Visit www.rebac.net or go to www.coursecalendar.com

Estimated Cost of One-Day ABRM Course: Contact course provider.

Estimated Cost of Two Day ABR Course: Contact course provider.

Exam: Closed book exam with a 80 percent passing score.

Self-Study/Online Option Available: Yes - visit www.rebac.net

Years to Complete Designation: Call REBAC for complete information.



- *Internationally renowned courses and training that reflect today's management practices.*
- *Networking opportunities and increased earning potential.*
- *Increased market visibility and credibility with owners, investors, and employers.*

ACCREDITED COMMERCIAL MANAGER (ACoM)

Institute of Real Estate Management (IREM®)

430 North Michigan Avenue
Chicago, Illinois 60611-4090

(800) 837-0706, ext. 4650

Fax: (800) 338-4736

www.irem.org

custserv@irem.org



IREM's new ACCREDITED COMMERCIAL MANAGER (ACoM) certification is awarded to those who meet the standards set by the Institute of Real Estate Management (IREM). Those who earn the ACoM certification receive increased market visibility and credibility with owners, investors, and employers.

The ACoM credential is the perfect stepping stone to the CPM® designation. If you are a commercial site manager and your portfolio has not yet reached the minimum size for the CPM® designation, you can gain training, skills, and industry knowledge with the ACoM certification while working towards the CPM®.

The ACoM member certification is built upon a foundation of knowledge and education. IREM® is internationally renowned for courses and training that reflect today's management practices and new ideas. The knowledge you gain through the IREM® educational experience can differentiate you from others within the profession.

Every ACoM must display proficiency in the core areas of real estate management, meet minimum portfolio requirements and pass a rigorous certification exam.

ACoM Certification Requirements

Education

Option 1: Complete four IREM® courses available in classroom, online, and home study formats. You must choose one course each from the HRS, MNT, FIN, and MKL series (total of four courses:)

1. “Human Resource Essentials for Real Estate Managers” (HRS402) or HRS series: “Human Resources: Fundamentals” (HRS201) (available through 2008)
2. “Property Maintenance and Risk Management” (MNT402) or “Maintenance Operations: Fundamentals” (MNT201) (available through 2008)
3. “Investment Real Estate: Financial Tools” (FIN402) or FIN series: “Accounting and Budgeting: Fundamentals” (FIN201) (available through 2008)
4. MKL series: “Marketing and Leasing: Retail Properties” (MKL404) or “Marketing and Leasing: Office Buildings” (MKL406)

Option 2: Other Designations, Hold any of these certifications:

- CPM® (through IREM®)
- CCIM (through CCIM Institute)
- CSM (through International Council of Shopping Centers)
- PCAM (through Community Associations Institute)
- RPA (through Building Owners and Managers Institute)

Verification from the sponsoring organization stating that you have earned the certification and are a member in good standing must be submitted with your ACoM application.

Option 3: College Degree

An undergraduate or graduate degree (major, minor or concentration) in real estate property management, or an associate’s degree in a non-residential property or real estate management program from a regionally accredited college or university. A copy of your transcript confirming the degree earned must be submitted with your ACoM application.

Experience

Earn 12 months of real estate management experience, meeting the established commercial portfolio of at least 20,000 square feet and performing at least 12 of the 24 real estate management functions IREM® uses to define a commercial property manager. Twelve months of residential real estate management experience is required. (Functions are listed on the ACoM application.) Experience does not need to be in sequential months.

Ethics

Complete IREM® Ethics in one of two ways:

1. Successfully complete “IREM® Ethics Online” (ETH001)
2. Attend and pass exam “Ethics for the Real Estate Manager” (ETH800)

Pledge to uphold the IREM Code of Professional Ethics and agree to submit to its jurisdiction.

Other

- Submit ACoM application with application fee.
- Submit three confidential letters of recommendation.
- Be interviewed and approved by the local chapter

Annual Membership Dues: \$195. (Required to maintain membership.)

Application Fee: \$75; download application at www.irem.org. Look under “Join IREM®,” choose “ACoM Membership,” then click on “ACoM application.”

Continuing Education Credit: Contact course provider

Estimated Cost of Course: \$300-\$700, depending on course.

Exam: ACoM certification exam (CMLEXM). Information available on web site under “Join IREM®”. Choose “ACoM Membership”, then look for “ACoM Certification Exam.”

Self-Study/Online Option Available: Yes - visit www.irem.org. All required courses are available as classroom, online, or home study.

Years to Complete Designation: Twelve months of residential real estate management experience is required.



The REALTORS® Land Institute is serving its members' interests by:

- Identifying its members as land specialists within the real estate profession.*
- Developing and maintaining professional standards of practice.*
- Fostering professional expertise through educational activities.*
- Awarding the professional designation of Accredited Land Consultant (ALC) to those members who have met rigid educational and experience requirements.*
- Formulating recommendations for public policy affecting land use.*
- Advocating the wise use of land and the reasonable rights and privileges of private ownership.*
- Promoting members' business activities through marketing programs.*

ACCREDITED LAND CONSULTANT (ALC)

REALTORS® Land Institute (RLI)

430 North Michigan Avenue, Suite 1100

Chicago, IL 60611-4094

(800) 441-5263, (312) 329-8441

Fax (312) 329-8633

www.rliland.com

rli@realtors.org



Accredited Land Consultants (ALC) are leaders in land brokerage. They are also part of the largest trade organization in the world and of the premier land real estate organization, the REALTORS® Land Institute, which has served the nation’s land real estate professionals and their clients for over 50 years.

The REALTORS® Land Institute, established in 1944, serves members who specialize in the sale, lease, management and development of land for all uses. RLI members are awarded the ALC professional designation upon successful completion of all knowledge and land transaction experience requirements. Those who hold qualifying designations may be awarded the ALC designation through accelerated or “Fast Track” programs.

Eligibility: While RLI education is available to anyone, the ALC designation is awarded only to those who transact the sale, purchase, or lease of land. Documented land transactions by real estate licensees who are members of RLI qualify for the designation, regardless of the specialties practiced by the licensees.

ALC Designation Requirements

RLI members who successfully complete their first RLI-approved course automatically become candidates for the ALC designation. RLI members retain candidacy status, coursework, and credit earned toward the ALC designation provided they maintain membership in the Institute.

1. Education

Successful completion of a total of six Land University courses (3 required and 3 electives). Courses may be completed in a live classroom, online, through the hybrid (independent study) program, and other delivery systems that may be made available. However, at least 3 courses of the 6 must be taken in a live classroom setting.

Required Courses

- Land 101: Fundamentals of Land Brokerage
- Land Investment Analysis
- Tax Deferred 1031 Exchanges

Required Courses

- Tax Implications of Real Estate
- Agricultural Land Brokerage and Marketing
- Creative Land Planning
- Land Development
- Site Selection
- Transitional Land
- Practical Navigation for Land Brokers
- Other electives as developed by the REALTORS® Land Institute
- Other course equivalencies as approved on an individual basis [Individuals who have successfully completed land courses provided by educational institutions or other professional organizations may apply for in-kind, or “equivalency” elective credit. Each request for such credit is reviewed on an individual basis. Course outline(s), proof of completion, and related documents must be submitted for consideration. Each equivalency submission requires an \$80 review fee. Equivalency requests must include a complete course syllabus and proof of completion. Candidates may request no more than 2 elective equivalencies. Course equivalencies are not accepted in lieu of required courses.]

2. Experience Requirements

Applicants must submit a resume that demonstrates a minimum of 3 years of experience in land sales or brokerage or a minimum of three years of comparable real estate experience in auction, appraisal*, leasing, development, consulting, brokerage management**, or related services in land.

*Appraiser candidates must be licensed state certified general appraisers.

**Broker managers must have a minimum of 5 years of management experience and manage a minimum of 10 agents.

3. Volume Requirements

Applicants must submit a portfolio that substantiates specific levels of volume achieved in land sales or in providing real estate services related to land.

Sales, Brokerage, Development, Consulting

The portfolio must substantiate the applicant’s participation and material involvement as a broker, agent, consultant, or employee in at least 5 closed land transactions totaling \$10,000,000*, or a minimum of 25 separate land transactions of which no more than 80 percent involve residential lot sales, or a comparable level of volume dependent upon the land specialty and type(s) of real estate services provided. Cited transactions and services must have been completed no more than 5 years prior to the submission of the ALC application.

*For volume calculations, the buyer side is equal to the full sales volume, the seller side is equal to the full sales volume, and if both sides of the transaction are handled by one agent, double the volume of the transaction for the purpose of fulfilling the volume requirements. For example, if John Doe is the listing agent on a \$1 million dollar sale, count \$1 million; for the buyer side, count \$1 million; and if both sides of the transaction are handled by one agent, count \$2 million for the purpose of fulfilling the transaction requirement.

Substantiation documents include, but are not limited to:

- Signed closing or commission statements, contracts, and leases
- Approval documents or permits, site/development plans
- Recorded and signed deeds
- Statements of value or copies of appraisals
- Copies of consultant reports or commentaries on consulting assignments
- Letters from employers indicating a principal involvement in land transactions, development, appraisal, or related services

Appraisal

Appraiser applicants must be licensed state certified general appraisers and submit an appraisal experience log listing all land appraisals performed the previous 3 years, containing the appraisal date, client identification, and total appraised value of the property. The portfolio must substantiate the applicant's completion of no less than 30 agricultural and/or commercial land appraisals, for the 3 years prior to submitting the application, that fully meet all USPAP requirements, with cumulative appraised values exceeding \$10,000,000. In addition, the portfolio must include two examples of a complex land appraisal (with signed permission of the client) containing all three approaches to value.

Broker Management

Brokerage manager applicants must submit a portfolio that substantiates management responsibility in a firm with a minimum of 10 agents who have completed at least \$30 million in sales volume over a 2-year timetable.

Annual Dues: The 12-month membership is \$295. There is also a one-time application fee of \$75.

Application and Application Fee: Download the application from www.riland.com/DesignationApplication.aspx. The application fee is \$350.

Continuing Education Credit: Contact course provider.

Course Information: For information about any REALTORS® Land Institute course, call RLI at 800-441-5263.

Estimated Cost of Two-Day Classes: \$250-\$350

Exam: Yes

Self-Study/Online Option Available: To take courses online, go to REALTOR® University at: <http://www.learninglibrary.com/REALTORUNIVERSITY> and search for either Land 101 Fundamentals of Land Brokerage or Tax Deferred 1031 Exchanges, the two RLI courses available online.

Years to Complete Designation: No time limit, however, it is possible to complete the designation in one year.



The AMO[®] accreditation offers excellence among real estate management firms.

- *Top-notch education and training for employees at discounted rates.*
- *A nationwide marketing campaign that promotes AMO[®] firms to owners and investors.*
- *Learning and networking opportunities that will help your firm grow and thrive.*

**ACCREDITED
MANAGEMENT ORGANIZATION®
(AMO®)**



Institute of Real Estate Management (IREM®)

430 North Michigan Avenue

Chicago, IL 60611-4090

Phone: (800) 837-0706, ext. 4650

Fax: (800) 338-4736

www.irem.org

custserv@irem.org

The AMO® accreditation recognizes excellence among real estate management firms. Only those firms that achieve the highest level of performance, experience and financial stability and have a CERTIFIED PROPERTY MANAGER® (CPM®) in an executive position can earn the AMO® credential. Join our 508 AMO® firms, who hold this distinguished accreditation.

Every AMO® firm has a CPM® directing and supervising all real estate management activities. Renowned industry-wide as the most prestigious real estate management credential, the CPM® designation is only awarded to those who meet the Institute's strict criteria in professional education, experience and ethics.

Collectively, AMO® firms manage over \$123.3 billion in real estate assets. They manage approximately 1.3 million residential units and over 471.8 million net square feet of commercial space.

This professional certification is not affiliated with or endorsed by the National Association of REALTORS®.

AMO® Accreditation Requirements

1. Submit the AMO® application.
2. Complete the required education.
3. Your firm must have an “executive CPM®” who directs and supervises the firm’s real estate management activities and who has completed the AMO® education requirements.
4. Pledge commitment to the Minimum Standards and AMO® Code of Ethics.
5. Meet certain operating and financial criteria. These are verified by an independent credit check and completion of the Confidential Business Information section of the application. The credit check is used to verify that the applicant firm is stable and reliable. In addition, a firm is not eligible for AMO® status if it or its parent company has filed for reorganization under Chapter 11 of the federal Bankruptcy Code, until such time as it has been discharged of its debts and has conducted business successfully for three consecutive years.
6. Hold a minimum amount of depositor’s forgery and alterations coverage and a fidelity bond.
7. Be interviewed and approved by the local IREM® chapter.

The CPM® who qualifies as your firm’s executive CPM® must successfully complete the AMO® education requirement, in either of the following ways:

Option 1: Required education:

“Maximizing Profit: Growth Strategies for Real Estate Management Companies” (Previously IREM® course BDM601)

Elective education (must complete two):

“Leadership for Today’s Real Estate Manager” (Previously IREM® course HRS603)

“Human Resource Essentials for Real Estate Managers” (HRS402)

“Property Maintenance and Risk Management” (MNT402)

Other elective courses previously offered by IREM®

“Avoiding Surprises: Trends in Regulations and Legislation” (LRM603)

“Using Owner’s Expectations to Improve the Real Estate Management Business” (BDM401)

“Risk Management: Protecting People, Property, and Profits” (LRM402)

Option 2: Successfully completed Course 701 (offered through 1997).

Annual Membership Dues: \$440. Multiple offices - \$100 each for each branch office. (Required to maintain membership.)

Application Fee: \$405; download application at www.irem.org. Look under “Join IREM,” and choose “AMO® membership”.

Continuing Education Credit: Contact course provider.

Course Information: Visit www.irem.org

Estimated Cost of Course: Varies depending on course. Please contact course provider.

Exam: No exams.

Self-Study/Online Option Available: Yes - visit www.irem.org. All required courses are available as classroom, online, or home study.

Years to Complete Designation: A CPM® must be in an executive position overseeing the real estate management activities of the firm. Three years in the business is required.



The ARM[®] certification is for site managers working with all types of residential portfolios and is one of the most recognized credentials in the residential real estate management industry.

- *Achieve credibility and prestige*
- *Increase your earning potential*
- *Gain access to leading edge resources, networks, and information.*

ACCREDITED RESIDENTIAL MANAGER® (ARM®)

Institute of Real Estate Management (IREM®)

430 North Michigan Avenue

Chicago, IL 60611-4090

Phone: (800) 837-0706, ext. 4650

Fax: (800) 338-4736

www.irem.org

custserv@irem.org



The ARM® certification is for site managers working with all types of residential portfolios and is one of the most recognized credentials in the residential real estate management industry. Join over 3,700 residential managers worldwide who hold this highly respected certification.

Those who have completed the training required to earn the ARM® certification have demonstrated proficiency in the areas of marketing and leasing, financial operations, maintenance and operations, legal and risk management, human resources and ethics. ARM® professionals are specialists in residential real estate management whose responsibility is primarily at the site level, including conventional or subsidized apartments, homeowners' or condominium associations, single-family homes or mobile home parks. An established curriculum guides members through the certification process.

An ARM® Member has an average of 13 years of experience and a median portfolio size of 270 units. ARM® professionals oversee an average staff of 8 employees.

This professional certification is not affiliated with or endorsed by the National Association of REALTORS®.

ARM[®] Certification Requirements

1. Education - offered as classroom, online, or home self-study.

Meet one of five education options:

- Option 1: Complete “Successful Site Management” (RES201 - 1-week course)
- Option 2: Complete four IREM[®] courses:
 1. “Human Resource Essentials for Real Estate Managers” (HRS402)
 2. “Property Maintenance and Risk Management” (MNT402)
 3. “Investment Real Estate: Financial Tools” (FIN402)
 4. “Marketing and Leasing: Multifamily Properties” (MKL405)
- Option 3: Other Designations: Hold any of these certifications:
 - CPM[®] (through IREM[®])
 - CAM (through NATIONAL APARTMENT ASSOCIATION)
 - RAM (through National Association of Home Builders)
 - CRM (through Minnesota Multi-Housing Association)

Verification from the sponsoring organization stating that you have earned the certification and are a member in good standing must be submitted with your ARM[®] application.

- Option 4: College Degree

Have an undergraduate or graduate degree (e.g., major, minor or concentration) in real estate or property management, or an associate’s degree in a non-commercial property management or real estate program from a regionally accredited college or university. A copy of your official transcript confirming the degree earned must be submitted with your ARM[®] application.
- Option 5: Complete “Common Interest Developments: Managing Condominium Association Properties “CID201”.

2. Experience - 12 months of residential real estate management experience, meeting minimums for portfolio size and job functions (included on ARM[®] application).

3. ARM[®] Certification Exam - Pass the ARM[®] Certification Exam which covers these competency areas: ethics, financial operations, human resources management, legal and risk management, maintenance and operations, and marketing and leasing.

- 4. Ethics** - Complete IREM[®] ethics education in one of four ways:
- Successfully complete RES201
 - Successfully complete “IREM[®] Ethics Online” (ETH001)
 - Attend and pass exam for “Ethics for the Real Estate Manager” (ETH800)
 - Successfully complete “Common Interest Developments: Managing Condominium Association Properties” (CID201)

Pledge to uphold the IREM[®] Code of Professional Ethics and agree to submit to its jurisdiction.

5. Other Criteria

- Submit ARM[®] application with application fee.
- Submit three confidential letters of recommendation.
- Be interviewed and approved by the local chapter.

Annual Membership Dues: \$205. (Required to maintain membership.)

Application Fee: \$75; download application at www.irem.org. Look under “Join IREM®,” choose “ARM® Membership,” then click on “ARM® application.”

Continuing Education Credit: Contact course provider.

Course Information: Visit www.irem.org

Estimated Cost of Course: Cost of course varies depending on course. Please contact course provider.

Exam: ARM® certification exam. Information available on web site under “Join IREM®”. Choose “ARM® Membership”, then look for “ARM® Certification Exam.”

Self-Study/Online Option Available: Yes - visit www.irem.org. All required courses are available as classroom, online, or home study.

Years to Complete Designation: Twelve months of residential real estate management experience is required.



CBR GRADUATE CLUB

member benefits:

Internet Services:

- *A quarterly Internet Published Newsletter, with all the latest developments in buyer agency.*
- *A Frequently Asked Questions forum with answers from the nation's top trainer.*
- *A directory of CBR for agent-to-agent referrals and to help the home buyer find you and connect directly to you*

Hard Copy Products:

- *A marketing packet with sample brochures, ads and relocation letters for you to use in growing your business*
- *A buyer agency presentation packet on diskette to help you create a presentation book or a computerized presentation*

Special Discounts

- *Member-only discounts on a variety of products including farming systems, relocation kits and video and audio tapes on key topics*

CERTIFIED BUYER REPRESENTATIVE (CBR)



Certified Buyer Representative

RealNet Learning Services

1036 Dead Run Drive

McLean, VA 22101

(703) 663-9419

Fax (866) 429-0282

www.CBRSource.com www.RealNetLearning.com

CBR is the first nationally recognized buyer agency designation. The course is sponsored by REALTOR® Boards and Associations throughout the United States. REALTORS® with the CBR designation have the street skills necessary to both help buyers find their desired property and to help them negotiate for that property in a non-adversarial manner.

CBR was developed by Dianna Brouthers, the 2004 REEA President and 1998 REEA Educator of the Year, and a practicing buyer agent for over a decade. She helped establish RealNet Learning Service's dedicated staff of a dozen of the most highly skilled agency instructors in the nation.

The CBR designation is a membership driven organization taught with a participatory instruction style that has No standardized final exam requirement. The CBR designation is conferred to participating agents at the successful completion of the three day course and does not require either a waiting period or residential sales to qualify. Once the CBR designation is earned, there is NO Annual Renewal fee required to maintain membership. These membership features make the CBR program a popular inclusion in the educational schedules of local real estate boards and company programs. CBR teaches agents how to identify, qualify, and work with buyers. The agents learn the ability to articulate their duties to their buyers and are able to identify the necessity of having the buyers actually sign Buyer Agent Contracts to initiate the sales transaction.

CBR Designation Requirements

Education

One course consisting of three consecutive days of intensive buyer agency training, including sections on:

- Agency Foundations
- Ethics for the Buyer Agent
- Buyer Client Selection and Commitments
- Verbiage and Forms
- Client Level Negotiation
- Due Diligence and Risk Reduction
- Marketing Your Buyer Agency Skills

Check www.CBRSource.com for a scheduled program near you. If you would like to inquire about adding a program in your area, please contact RealNet Learning Services or use the “contact us” links on the web site.

The CBR designation is also available as an Independent Study Course. The course includes video and audio instruction along with printed text, implementation exercises, and a workbook designed to help you reduce your risk and increase your profits as a buyer agent. While continuing education credit is not normally available, you have the flexibility to work on a schedule that is convenient to you while building your personal real estate video and audio library.

Annual Membership Dues: None required. \$99 for voluntary membership in CBR Graduate Club (and a one time Activation Fee of \$25).

Application and Application Fee: No application and no fee.

Continuing Education Credit: Contact course provider.

Course Information: Visit www.CBRsource.com

Estimated Cost of Course: \$345 for CD and on-line programs.

Exam: No exam required (except in states that require exams for continuing education credit).

Self-Study/Online Option Available: Yes. Visit www.CBRsource.com. The CBR program is available in an Interactive CD format, and soon to be on-line through the CBR web site.

Years to Complete Designation: One three-day course required.



The value of involvement in CCIM is immeasurable. CCIM is not only the most coveted and respected name in commercial investment real estate, but membership also gains you access to the premier online business services, networking and educational resources in the industry.

- *Access to the Site To Do Business – a powerful online business resource site for commercial investment practitioners*
- *Subscription to CCIMNet – the premier commercial information exchange system for property listings*
- *Subscription to Commercial Investment Real Estate (CIRE) magazine– the institute’s bimonthly award-winning industry-leading publication*
- *Exclusive access to student records in the Candidates Services – review grades and update your records*

CERTIFIED COMMERCIAL INVESTMENT MEMBER (CCIM)

CCIM Institute

430 North Michigan Avenue, Suite 800

Chicago, IL 60611-4092

(800) 621-7027

(312) 321-4460

Fax (312) 321-4530

www.CCIM.com



The Certified Commercial Investment Member (CCIM) is the professional designation awarded to qualifying members of the CCIM Institute of the National Association of REALTORS®. A Certified Commercial Investment Member (CCIM) is a recognized expert in the disciplines of commercial and investment real estate. A CCIM is an invaluable resource to the commercial real estate owner, investor, and user, and is among an elite corps of 9,000 professionals around the world who hold the CCIM designation.

Only six percent of the estimated 125,000 commercial real estate practitioners nationwide hold the CCIM designation, which reflects not only the caliber of the program, but also why it is one of the most coveted and respected designations in the industry. The CCIM membership network mirrors the increasingly changing nature of the industry and includes brokers, leasing professionals, investment counselors, asset managers, appraisers, corporate real estate executives, property managers, developers, institutional investors, commercial lenders, attorneys, bankers and other allied professionals. Through this business network and through enhanced communication with the CCIM electronic network, CCIMs successfully complete approximately 156,000 transactions annually, representing more than \$400 billion.

Conferred by the CCIM Institute, the CCIM designation was established in 1969. Courses leading to the designation are now offered throughout the world.

CCIM Designation Requirements

The first step to earning the CCIM designation is to take one of their courses. Most students become candidate members of the CCIM Institute at the time they enroll for their first course. Only candidates can become Certified Commercial Investment Members (CCIMs).

1. Education

Complete the following core courses:

- CI 101 Financial Analysis (5-day course)
- CI 102 Market Analysis (5-day course)
- CI 103 User Decision Analysis (5-day course or 3-day course plus 2 days self-study)
- CI 104 Invest Analysis (5-day course or 3-day course plus 2 days self-study)

Earn three elective credits which may be earned through a variety of sources. These include:

- Completion of Introduction to Commercial Investment Real Estate Analysis, which can be taken through a 2-day live education program, via CD-Rom, or as an online course (one credit).
- Attending the Course Concepts Review program (one credit).
- One credit for every year of continuous Institute candidacy (up to three credits).
- Attending a CCIM Symposium or Conference (one credit).
- Transfer credits - maximum of three credits may be earned for qualifying graduate level courses in finance or real estate, attaining certain qualifying professional designations, and qualifying corporate educational offerings and former CCIM courses.

2. Experience

Prepare and submit a Portfolio of Qualifying Experience. This portfolio may be submitted any time after completion of CI 101. Volume requirements may be met in one of three ways:

- 10 qualifying activities that total \$10 million or more **or**
- 1 or more transactions totaling a minimum of \$40 million **or**
- 30 activities regardless of volume.

3. Exam

Pass the Comprehensive Examination offered in Spring and Fall each year. The Comprehensive Exam is a six-hour open book exam. To sit for the exam you must:

- Be a candidate in good standing. Apply online at www.CCIM.com.
- Have an approved portfolio.
- Have successfully completed all course requirements.
- Register for the Comprehensive Examination (\$225).
- Submit the Application for the CCIM designation (\$50).
- Must complete the online ethics course

A score of 70 percent or higher is needed to receive credit for each CCIM course.

Fast Track Program

This program is available to professionals who have earned the following designations: AACI, CLO, CMB, CRF, CPM, CRE, FRI, MAI/SRPA, RPA, OR SIOR. You may also qualify if you have received a graduate level degree from a participating University program. Visit www.CCIM.com/fasttrack for more information.

Annual Membership Dues: \$595 (Required to maintain membership.)

Application and Application Fee: Apply for candidacy online at www.ccim.com. Look under “About CCIM” and “Become a member.” The application fee is \$50 and is waived if registering for a course. CCIM education is required in order to qualify for candidacy.

Continuing Education Credit: Contact course provider.

Course Information: Visit www.CCIM.com/courses for course listings.

Estimated Cost of Course: Contact course provider.

Exam: See information on previous page.

Self-Study/Online Option Available: Yes. Visit www.CCIM.com

Years to Complete Designation: No time limit. The Institute maintains a record of completed courses indefinitely. Candidates may only include experience in the last five years to demonstrate experience requirements. Fast Track candidates have 24 months from the date of candidacy to complete requirements.



The C-CREC® designation course will show you how to successfully integrate unbundled, fee-for-services consulting into your current listing/selling business to help eliminate “free” and get paid for what you do, when you do it.

Upon completion of the course you'll be able to:

- Enumerate seven new consumer realities.*
- Differentiate between “discounting” and “fee-for-services.”*
- Determine which services can be safely unbundled and which should remain packaged and why.*
- Determine what one-hour of your time is worth, pencil out “price point plus profit” for services you provide as well as identify which services you should never perform again.*
- Cement a client relationship for life using the Consumer Needs Assessment® coupled with upfront retainer fees and step-by-step agreements.*
- Complete and apply a three-page business plan to integrate new approaches for pricing, marketing, and follow-up into your current listing/selling business.*
- Access downloadable forms, checklists, logos and consumer-focused marketing materials as a C-CREC® designee.*

If you plan on being a survivor in the paradigm-shifting real estate profession and get paid what you're worth, don't miss this course!

**CONSUMER-CERTIFIED
REAL ESTATE
CONSULTANTS® (C-CREC®)**

The National Association of Real Estate
Consultants (NAREC™)



C-CREC®

404 4th Avenue
Lewiston, ID 83501
(800) 445-8543
Fax (208) 746-7963
www.ccrec.com
susan@narec.com

The Consumer-Certified Real Estate Consultants® (C-CREC®) designation is the first international designation focused on results-oriented skills required by consumers - not what the real estate industry chooses to deliver to them. More than a decade of information was gathered directly from consumers via mail, one-on-one interviews, surveys, home fairs, etc. about the help they need from the real estate professionals as well as services they felt were redundant or unnecessary.

After sifting through the issues, the results were incorporated into the C-CREC® designation curriculum. Not only is the training a unique departure from other types of real estate training, it allows the participant to customize the materials to address his/her individual marketplace needs.

The National Association of Real Estate Consultants® (NAREC) is the parent/sponsor organization of the C-CREC® designation and serves as the advocate and “changemaster” for unbundling the real estate transaction and integrating consulting into the marketplace.

C-CREC® Designation Requirements

To obtain the C-CREC® designation, the student must:

1. Complete the 14-hour course and pass an exam with a minimum score of 80 percent.
2. Simultaneous to taking the course, remit the first year's annual dues to NAREC (currently \$99).
3. Complete and submit the following post-course work to NAREC® Headquarters within six months of completing the course:
 - A. Copies of two completed Consumer Needs Assessment® (CNA®) forms initialed by the consumer.
 - B. A copy of the designee's three-page business plan (provided during the course) showing how two or more fee-for-service components will be integrated into current business practices; **OR**
 - C. Complete a detailed paragraph stating what your initial approach will be (including target-markets/niches) for integrating fee-for-services into your business practice.

Annual Membership Dues: \$99 (Required to maintain membership.)

Application and Application Fee: None

Continuing Education Credit: Contact course provider.

Course Information: Visit www.crec.com or www.narec.com

Estimated Cost of Course: \$299, plus first year's dues of \$99.

Exam: Yes - minimum score of 80 percent required.

Self-Study/Online Option Available: The C-CREC® designation course is now available online. Take the fourteen hour *Fee-for-Services Consulting and New Business Model* course on your own computer, and pose questions to an online instructor via e-mail and chats. Visit www.narec.com and take the C-CREC® designation course online.

Years to Complete Designation: After completion of the 14-hour course, the prospective designee has six months to complete the designation requirements.

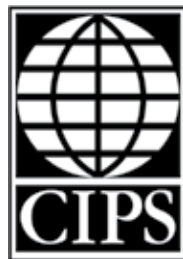


The CIPS (Certified International Property Specialist) Network of NAR International provides specialized services to real estate professionals--both domestic and international--who are interested or involved in the international real estate arena. Buyers and sellers involved with international real estate transactions are encouraged to work with a REALTOR® who is a member of NAR's CIPS Network and who has earned the CIPS professional designation. These professionals are familiar with restrictions on foreign investment, licensing requirements for foreign real estate practitioners and cultural issues related to international transactions. Buyers and sellers can search online for a CIPS designee or Network member by accessing NAR's online CIPS directory.

- *Earn twice as much income as REALTORS® without the CIPS designation.*
- *Give and get referrals.*
- *Take advantage of the CIPS Network.*
- *Obtain online real estate market information on over 50 countries.*
- *Get referrals from the online and print CIPS directory.*
- *Earn prestige and new business with the CIPS designation.*
- *Stay ahead of the pack.*
- *News targeted to your interests.*

CERTIFIED INTERNATIONAL PROPERTY SPECIALIST (CIPS)

National Association of REALTORS®



CIPS

430 North Michigan Avenue

Chicago, IL. 60611-4087

(800) 874-6500, ext. 8412; (312) 329-8412

Fax (312) 329-8358

www.realtor.org/international

NARglobe@realtors.org

Certified International Property Specialists (CIPS) are individuals who prove their expertise in international real estate practice by completing CIPS program requirements. CIPS designees are from countries around the world.

Consumers can benefit from the representation of real estate professionals who have earned the CIPS designation. NAR Global administers the CIPS program and designation which focuses on ownership and transaction principles of international real estate, and how to service global clients in your local market including specifics on real estate markets in Europe, the Americas, the Middle East/Africa, and the Asia/Pacific region. Topics covered in the CIPS classes also include cultural diversity, market data, investment trends, marketing strategies, currency issues and financing.

The Global Network is the specialty membership group for international practitioners of the National Association of REALTORS®, the world's largest trade association. The Global Network is comprised of over 2,000 real estate professionals who deal in all types of real estate, but with one common element: they focus specifically on the "international" market. Whether assisting foreign investors in the U.S., helping local buyers invest abroad, or serving an immigrant population in local markets, CIPS members are consumers' best resource to ensure they are dealing with a professional skilled in the unique aspects of international real estate.

CIPS Designation Requirements

1. Education

Six courses (five are required) comprise the education program of the CIPS Network. The course “International Real Estate for Local Markets” (formerly entitled “Essentials of International Real Estate”) is a prerequisite 2-day course for CIPS membership. (This course also qualifies as an elective course for the ABR, CRS, and RSPS designations and students also receive the “At Home With Diversity” certification.)

Three one-day regional courses (choose three from the first four) and a financial analysis class are required and can be taken in any order.

- “Europe & International Real Estate” (1-day course)
- “Asia/Pacific & International Real Estate” (1-day course)
- “The Americas & International Real Estate” (1-day course)
- “The Middle East and Africa & International Real Estate” (1-day course)
- “Investment & Financial Analysis for International Real Estate” (2-day course)

2. Additional Requirements

- In addition to the CIPS courses, applicants must submit a designation application demonstrating experience in international real estate.
- Three closed international transactions are required involving other cultures or countries, including those occurring in your local market.
- Documentation is required, along with answering specific questions regarding the transactions.
- 100 points of elective credit are required which can be earned from speaking other languages, current NAR designations, years in the real estate business, attendance at international conferences and education sessions, and much more.
- Anyone can take the CIPS courses but only members of NAR can join the CIPS Network and earn the designation.
- If students have successfully completed the CCIM Intro, CCIM 101, or CRS 204, the finance course is waived for a \$100 fee.

Annual Membership Dues: \$220 - Required to maintain membership and usage of CIPS designation.

Application Fee: Download application at www.realtor.org/international; look for “How to Apply For and Earn the CIPS Designation.” The application fee is \$225.

Continuing Education Credit: Contact course provider.

Course Information: Visit www.realtor.org/international or www.coursecalendar.com

Estimated Cost of Course: Contact course provider.

Exam: Multiple-choice exam is given at the end of each course; 70 percent or better is passing.

Self-Study/Online Option Available: Online courses available for the prerequisite course “International Real Estate for Local Markets,” “Europe”, “Asia”, and “Americas.”

Years to Complete Designation: NA



Learn how to generate success through our CLHMS certification training classes, developed by Laurie Moore-Moore.

- *Stand apart from your peers and establish your credibility with the “Certified Luxury Home Marketing Specialist” designation.*
- *Receive special recognition if you meet performance requirements in the million-dollar-and-above market.*
- *Gain access to the products, services, tools and networks that are needed to create sales success in the upper-tier market.*
- *Receive thousands of dollars worth of free advertising in the Wall Street Journal online.*
- *Take advantage of advertising discounts in major luxury home publications and enjoy savings on other products and services.*
- *Have access to valuable research information about the luxury market and affluent buyers and sellers.*
- *Stay on top of the market with a free subscription to the Luxury Insights blog. Gain consumer confidence through your association with The Institute for Luxury Home Marketing.*
- *Post your listings in multiple languages on an international website.*
- *Participate in free networking-idea sharing with monthly conference calls.*

CERTIFIED LUXURY HOME MARKETING SPECIALIST (CLHMS)



The Institute for Luxury Home Marketing

1409 South Lamar, Suite 215

Dallas, TX 75215

Phone: 214-485-3000

Fax: 214-485-3310

www.luxuryhomemarketing.com

blog: <http://magazine.luxuryhomemarketing.com>

The Institute for Luxury Home Marketing offers the Certified Luxury Home Marketing Specialist (CLHMS) designation to agents who have completed special training and demonstrated performance in the marketing of luxury homes. The Institute also conducts research in the high-end market and promotes its members to affluent buyers and sellers. Real Estate professionals who demonstrate skill in the million-dollar market receive added recognition as members of the Million Dollar Guild.

The Institute for Luxury Home Marketing exists to help real estate professionals provide high quality service to the buyers and sellers of luxury homes and in so doing, maximize their own success in the upper-tier residential market.

The Institute for Luxury Home Marketing offers educational programs leading to the special Certified Luxury Home Marketing Specialist (CLHMS) designation for real estate sales professionals around the world who target the upper tier residential market. Training goals include helping agents to identify prospect groups, defining consumer needs and expectations, building skills and improving service – thus creating satisfied customers while increasing agent's success.

The CLHMS course is also good for two units of elective credit towards NAR's certified Residential Specialist (CRS) designation (live course only). CLHMS is the official designation of the RE/MAX collection, Luxury Homes by Keller Williams and others.

CLHMS Designation Requirements

To earn the CLHMS designation, you must have completed the training and demonstrate that you are successfully selling in the top 10% of your community, as defined by sales price. There are multiple options to choose from. Choose the path that best matches your experience.

Three ways to earn the CLHMS designation:

Option 1

- Complete the CLHMS training program.
- Meet this performance requirement:
TWO closed upper-tier listings within a 12-month period.
This 12-month period can occur anytime within two years (before and after) your training date.

Option 2

- Complete the CLHMS training program.
- Meet this performance requirement:
FOUR closed upper-tier* transaction sides where you acted as listing or buyer's agent within a 24 month period. This 24-month period can occur within three years (before and after) your training date.

Option 3: *FAST TRACK*

Very experienced luxury agents can Fast Track to membership at the Million Dollar Guild level and omit the two-day training requirement. This requires documentation of either:

- FIVE closed transaction sides of at least \$5 million each in the past 48 months Or,
- TWO closed transaction sides of at least \$10 million each in the past 48 months Or,
- ONE closed transaction side at \$20 million in the past 48 months

For the purposes of the designation, the minimum price for an upper-tier transaction is the price which defines the beginning of the Top 10% of your market, based on all condo, co-op, and single family sales in the previous 12-months. In the event that the price defining the Top 10% of your market is less than \$500,000, the minimum property price defaults to \$500,000. In no case may a property priced below \$500,000 be used to meet performance requirements. For the Fast Track option only, the minimum price is \$5 million.

Choose from two training opportunities – Live or Online

For a schedule of live training courses or information about taking the CLHMS training Online, go to www.LuxuryHomeMarketing.com or call 214-485-3000.

Annual Membership Dues: \$195 as of January 1, 2010. Annual dues are required to maintain membership and are subject to change.

Application and Application Fee: Applications are included with program materials for students when they attend training. Fee for training and first year's membership is approximately \$525 to \$580.

Continuing Education Credit: Contact course provider.

Course Information: www.luxuryhomemarketing.com/class_schedule

Estimated Cost of Course: Contact course provider.

Exam: Only if needed for continuing education, CRS credit, or if taken by a RE/MAX agent over RE/MAX Satellite Network (RSN). Passing score for RSN is 85 percent.

Self-Study/Online Option Available: Online training available.

Years to Complete Designation: Two-day course required. For performance requirements – two Listing transaction sides that meet the *qualifying sales price and have closed within a 12-month period, going two years forward or backwards from the date of training OR, four transaction sides that meet the qualifying sales price and have closed within a 24-month period, going three years forward or backwards from the date of training.



The CPM[®] is the premier real estate management designation for real estate and asset managers.

- *Advance your career.*
- *Secure a distinct competitive advantage in the marketplace.*
- *Receive increased recognition from owners and investors - your potential employers.*

CERTIFIED PROPERTY MANAGER® (CPM®)

Institute of Real Estate Management (IREM®)

430 North Michigan Avenue

Chicago, Illinois 60611-4090

(800) 837-0706, ext. 4650

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www.irem.org

custserv@irem.org



The CPM® is the premier real estate management designation for real estate and asset managers, especially those who manage large residential, commercial, retail or industrial properties or mixed portfolios. Individuals who complete a comprehensive program earn this esteemed credential and notice increased recognition in the marketplace.

The CPM® designation is built upon a foundation of knowledge and education. IREM® is internationally renowned for courses and training that reflect today's management practices and new ideas. The knowledge you gain through the IREM® educational experience can differentiate you from others within the profession.

Experience is one of the defining qualities of a CPM®. Nearly half of all CPM® professionals have over 22 years of experience and more than 87 percent have worked in the industry for at least 14 years. Every CPM® must display proficiency in the core areas of real estate management, meet minimum portfolio requirements and pass a rigorous certification exam.

Most CPM® professionals manage mixed portfolios, including all types of office, retail and multi-family properties. Collectively, CPM® professionals manage over \$1.5 trillion in real estate assets, including 11.1 million residential units and 8.4 billion net square feet of commercial space.

CPM® Designation Requirements

1. The first step to earning the CPM® designation is to become a CPM® Candidate.

2. Education - offered as classroom, online, or home self-study. Complete the education requirement through one of three options:
 Option 1: IREM® Courses - IREM® recommends you take the following seven required courses in the order listed. Courses 1-3 may be taken in any combination and/or out of sequence if necessary.

- “Marketing and Leasing” (three choices) (MKL-400 level -- 2-day courses)
- “Human Resource Essentials for Real Estate Managers” (HRS 402 -- 2-day course)
- “Property Maintenance and Risk Management” (MNT402 -- 2-day course)
- “Investment Real Estate: Financial Tools” (FIN402 -- 2-day course)
- “Investment Real Estate Financing and Valuation” Part One (ASM603 -- 2-day course)
- “Investment Real Estate Financing and Valuation” Part Two (ASM604 -- 2-day course)
- “Investment Real Estate Financing and Valuation” Part Three (ASM605 -- 1-day course)

Option 2: Other Designations - Hold one the following designations: CCIM, CSM, PCAM, or RPA.

Option 3: College Degree - Have an undergraduate or graduate degree (e.g., major, minor, or concentration) in real estate or property management from a regionally accredited college or university.

3. Management Plan - One of two options:

- Pass management plan on an actual property.
- Attend and pass management plan skills assessment (MPSA).

4. Examination - Pass CPM® certification exam.

5. Experience - 36 months of real estate management experience, meeting minimums for portfolio size and job functions as outlined by IREM® (included on CPM® application).

6. Ethics - Attend and pass the exam for Ethics for the Real Estate Manager (ETH800) and pledge to uphold the IREM® Code of Professional Ethics.

7. Other

- Be a CPM® Candidate for a minimum of one year.
- Be current with annual national and chapter dues. (2009 national dues are \$470; chapter dues vary by chapter.)
- Hold a real estate license or verify that you are not required to have one for your current position.

- Submit three confidential letters of recommendation (forms provided upon candidacy approval).
- Attend two IREM® chapter meetings or events during the 12 months immediately prior to CPM® approval.
- Submit a CPM® application with the application fee, which is \$150 in 2010.
- Be interviewed and recommended for approval by your IREM chapter.
- Be affiliated with the NATIONAL ASSOCIATION OF REALTORS®.

Annual National Membership Dues: CPM® candidate dues are \$470. Once the CPM® requirements are met, a CPM® designee pays dues which are \$525. (Required to maintain designation.)

Application Fee: Application can be found on web site at www.irem.org. Choose “Join IREM®,” click on “CPM® Membership,” then choose “CPM® Candidate Application.” (\$150 fee for CPM® candidacy application.) CPM® designation applications are distributed by IREM® after the candidate has completed the CPM® designation requirements. (CPM® application fee is \$150.)

Course Information: Visit www.irem.org

Estimated Cost of Required Courses: Contact course provider.

Exam: There is a CPM® certification stand alone exam. Students are encouraged to take courses first, then the exam. For more information, visit www.irem.org. Choose “Join IREM®,” click on “CPM® Membership,” and then look for “CPM® Certification Exam.”

Self-Study/Online Option Available: Yes - visit www.irem.org. All required courses are available as classroom, online, or home study.

Years to Complete Designation: Minimum of one year and maximum of ten years to complete candidacy. Once CPM® requirements are fulfilled, designee applicants go through an approval process. CPM® applicants must have at least 36 months of real estate management experience.



Knowledge Delivered:™

The CRB Council provides the knowledge you need to reinforce your professional development and sharpen your competitive edge.

Stay ahead of the competition.

Learn new trends and business strategies to improve individual and company performance.

Discover a new approach to enhancing knowledge leveraging opportunity.

The Council of Real Estate Brokerage Managers is a not-for-profit affiliate of the National Association of REALTORS®[®], and the premier industry organization for brokers, owners and managers. For more than 40 years, the Council has helped real estate professionals adapt to the complex challenges of delivering quality service, streamlining operations, integrating new technology and innovating business strategies. The CRB Designation is one of the oldest and most respected in the industry.

CERTIFIED REAL ESTATE BROKERAGE MANAGER (CRB)



Council of Real Estate Brokerage Managers

430 North Michigan Avenue

Chicago, IL 60611

(800) 621-8738

Fax (312) 329-8882

www.CRB.com

info@CRB.com

For more than 40 years, the Council has helped real estate professionals adapt to the complex challenges of delivering quality service, streamlining operations, integrating new technology and innovating business strategies. The CRB Designation is one of the oldest and most respected professional designations in the industry. Through the Council's leading-edge education and resources, members are among the most efficient, effective and profitable managers in the country.

In addition to the prestigious designation, the Council provides comprehensive resources for members. Launching this year is the council's brand-new e-Learning Center. Delivered through a cutting-edge platform designed to make your learning experience engaging, interactive, and convenient, online courses allow you to fit management education into your schedule. Customize your CRB experience today and log on for learning.

As managers, you need access to tools and resources to competitively position your business. The Knowledge Center, a robust repository for best practices, tools, white papers, Web sites and other resources will assist you in managing operations, people and the bottom line. The Knowledge Center, located within CRB.com is exclusive to members.

The CRB Council also includes a network of CRB Chapters around the country and has opportunities for member involvement on various committees and as featured authors and sources throughout the publications. These publications include the bi-monthly magazine, *Real Estate Business*, the quarterly e-newsletter, *Management Issues & Trends* and a monthly e-newsletter, *e-Connections*. Benefits of membership also include an online membership directory and an e-Marketplace on www.CRB.com for all your business essentials. The CRB Council also provides a forum for networking not only through the CRB web site, the CRB blog, but also in its professional groups on LinkedIn and Facebook. Get connected to the council today.

CRB Designation Requirements

1. Education

Earn twelve (12) credits within four years of application.

There are two tracks for earning the CRB Designation.

Traditional Program

This program is for those with 0-5 years of real estate management experience. To earn the designation, you must have at least one year of real estate management experience, but you may obtain that while you are enrolled as a Candidate. Traditional program members must take a *minimum* of three CRB courses, for a total of 9 credits.

Accelerated Program

This program is for those with 6+ years of real estate management experience. Accelerated Program members must take a *minimum* of two CRB courses to earn 6 credits.

Earned credit (MAXIMUM of 2 CREDITS) is awarded for:

- 10+ years of real estate management experience - 2 credits
- Active NAR Affiliate Designations (ABR, ABRM, ALC, ARM, CCIM, CIPS, CPM, CRE, CRS, PMN, SIOR) - 1 credit each, maximum of 2 credits
- Higher education: Bachelor's or Masters or Ph.D - 1 credit maximum
- Approved elective credit courses: 1 credit each, maximum of 2 credits
- Additional CRB Management Course - 2 credits

Course Menu

- Marketing Management: Attract & Keep Customers for Life
- Performance Leadership: Attract, Develop & Keep Successful Sales Associates
- Business Management: Develop & Execute a Comprehensive Plan
- Financial Planning & Management
- Managing & Leading Teams
- Analyzing Your Company for Profit
- Technology Management: Develop & Deploy an Effective Strategy for Your Office
- Brokerage Liability: Develop a Comprehensive Risk Management Plan
- The A.R.T. of Recruiting: Attract & Retain Talent

2. Other Requirements

- Submit Candidate application accompanied by required documents (if applicable), application fee, and required dues.
- Membership in the National Association of REALTORS®.
- Obtain at least one year of real estate management experience prior to designation (may be obtained while a Candidate) and submit a management resume outlining this experience.
- Some company management training courses may be recognized for elective credits toward the CRB designation. Candidates who have completed approved courses may submit the credit toward CRB designation. Visit the education section of www.CRB.com for program updates.

Annual National Membership Dues: Candidate and designee dues - \$210.

Application and Application Fee: One-time application fee: \$150 (discounts often apply.) For an online application visit the “Membership” section of www.CRB.com.

Continuing Education Credit: Contact course provider.

Course Information: Please visit www.CRB.com.

Estimated Cost of Two-Day Class: Contact course provider.

Exam: Online courses require online exam with an 80 percent passing grade. No exams required for live courses.

Online Courses Available: CRB Courses are available online through the Council’s e-Learning Center on www.CRB.com. All are three credit courses (equivalent to a two-day course). Visit the www.CRB.com for descriptions, prices and ordering information.

Years to Complete Designation: Four years or less from date of application to complete the CRB designation.



THE COUNSELORS OF REAL ESTATE

The CRE Designation is awarded only to those individuals who are invited by their peers into the membership of The Counselors of Real Estate.

- *A prestigious credential, it serves as an identity and bond in the real estate marketplace.*
- *It declares individual professional achievement in the real estate counseling profession.*
- *It acknowledges an advisor's status as one of the most trusted professionals in the field of real estate.*
- *It demonstrates peer recognition of outstanding intelligence, integrity, and judgment in real estate.*

**COUNSELORS of
REAL ESTATE
(CRE)**



THE COUNSELORS OF REAL ESTATE

**The Counselors of
Real Estate**

430 North Michigan Avenue
Chicago, IL 60611-4089
(312) 329-8427
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The Counselors of Real Estate is a professional membership organization established exclusively for leading real property advisors. The purpose of the organization is to advance, enhance, and support these leaders by serving as a resource for information, by creating opportunities for professional development, by facilitating networking, and by providing the benefits of camaraderie. All members are linked to one another by their commitment to integrity, competence, community, trust, and service, and they adhere to a strict Code of Ethics and Standards of Professional Practice.

Members are awarded the CRE designation, bestowed by invitation only, in recognition of their achievements in real estate counseling. To be considered for membership, applicants demonstrate that they provide valuable and meaningful real estate counseling services to their clients or employer; that they hold a senior position in a firm; that they are recognized for their excellence, knowledge, integrity, and judgment; that they have at least ten years of experience in real estate, three of which are in counseling; and that they meet all other basic membership guidelines.

CREs are leaders in the real estate industry, whose advice and counsel are highly valued, regardless of the specific form of real estate counseling provided. Members include practitioners from prominent real estate, financial, legal, and accounting firms, as well as leaders of government and academia. Established in 1953, the organization serves 1,100 members worldwide.

CRE Designation Requirements

Membership in The Counselors of Real Estate is selective, extended by invitation only on either a sponsored or self-initiated basis. Only 1,100 practitioners carry the CRE Designation, denoting the highest recognition in the real estate industry.

Eligibility Guidelines

1. The applicant must show evidence that s/he provides meaningful professional real estate counseling services, and that the applicants' counsel is sought and valued by clients or employers in the making of significant real estate decisions. Services rendered as an appraiser, an asset manager, or a real estate broker shall not be considered counseling, but do not prohibit a person that provides such services from meeting the requirements by performing counseling services in addition to these non-counseling services. There must be objective evidence in files that such counseling services are provided to and valued by clients or employers. Written reports are not essential, but oral reports should be supported by documentation of the work performed. The source of an applicant's compensation (e.g., salary, fee) is not an issue. The standard is what is done rather than how the applicant is paid.
2. May counsel only one or a limited number of clients depending on the size and nature of the account(s). An individual providing real estate counseling to his or her organization may be considered for membership if the counseling services rendered to that organization are of a nature, quality and type which would be provided by an independent real estate counselor.
3. Must hold a senior position in the firm or company where the prospect serves as an employee or partner. There is no requirement that the applicant be an owner or a principal.
4. Must be recognized for excellence as an advisor in the applicant's respective field or fields of expertise.
5. Must be highly regarded for integrity, judgment, and knowledge.
6. Must have practical experience in the real estate field for at least ten years, three of which must be in real estate counseling. Graduate academic credentials in real estate or a related field may be considered a viable alternative for up to one year of real estate experience. Must presently have the required levels of recognition, regard and reputation.
7. Must hold some form of membership in the National Association of REALTORS®. Board membership is not required or desired, however there are provisions for an Institute Affiliate membership at a nominal fee. The processing of an application will not be delayed because of this requirement, which can be a condition to extending the invitation to membership.

Annual Membership Dues: \$1500 (Required to maintain membership.)

Application and Application Fee: Individuals will be considered for membership two times per year. Prospective members who wish to be considered in 2009 should return a completed Memorandum of Information (The Counselors' application form) by January 20 or August 20. An application is available for download at www.cre.org. Look for "Membership" and click on "Application." There is no application fee but there is a one-time initiation fee of \$2500 if the individual completes the membership process.

Continuing Education Credit: Contact course provider.

Course Information: NA

Exam: None required. Qualifications for invitation to join are based on experience in the field of real estate consulting/counseling.

Self-Study/Online Option Available: NA

Years to Complete Designation: Basic membership eligibility guidelines require that an applicant must have practical experience in real estate for at least ten years, three of which must be in real estate counseling.



AAR's risk management program is designed to enhance members' success. The program will increase members' knowledge and allow them to successfully manage real estate transactions for clients while reducing exposure to risk. Earn this new certification and give your clients the utmost protection during their transaction.

- "Risk" is defined as: "the chance that something will go wrong" or "to put someone in a situation where the person could be exposed to damage or loss."
- "Management" is defined as: "the act of handling something successfully" or "the skillful use of resources."
- "Risk Management" is therefore defined as: handling a transaction by using available resources to reduce the chance that something will go wrong that could damage the buyer or seller.

rCertified Risk Management Specialist (rCRMS)



Arizona Association of REALTORS®

255 E. Osborn, Ste 200

Phoenix, AZ 85012

www.aaronline.com

barbfreestone@aaronline.com

REALTORS® who earn this certification go the extra mile to protect their interests as well as those of their clients. In today's litigious society, you need to anticipate the pitfalls in a real estate transaction for your clients and yourself. This certification program concentrates on the legal issues related to a transaction. This is the only state specific, comprehensive risk management program in Arizona.

Continuing Education Credit: Yes

Course Information: Contact AAR at 602-248-7787 or visit AARonline.com

Exam: No

Online Option Available: No

Years to Complete Certification: Two years

How many courses are required to earn the rCRMS Certification?

Five (4 one-day classes and 1 two-day class = 6 days total)

Do the classes have to be taken in any specific order?

No

Are there annual dues for this certification?

No, however, there is a recertification requirement of taking one of the contract courses every two years after your initial certification period.

Who will the instructors be for the classes?

Real estate attorneys, including: Michelle Lind.

How do I find out about future course dates?

As courses are scheduled, we will email out course notices to everyone who has taken a class and to brokers. The course dates will also be listed on AARonline in the educational calendar www.aaronline.com/documents/desg-sched.aspx as well as the CRMS page www.aaronline.com/documents/crms.aspx.

Once I earned the rCRMS, can I continue taking the remaining courses?

Absolutely! We offer a \$25 discount off registration fees to all rCRMS holders.

rCRMS Designation Requirements

One of the Core CONTRACT Courses:

Course Title: Mastering the Residential Resale Transaction

Master the complexities of the residential resale real estate transaction from offer to closing, including drafting the AAR Residential Resale Real Estate Purchase Contract and related addenda. (9-contract law/3-disclosure)

OR

Course Title: Mastering the Commercial Transaction

Master the complexities of the commercial real estate transaction and business brokerage transaction from offer to closing, including drafting the AAR Commercial Real Estate Contract and related addenda. (6-contract law/3-disclosure/3-legal issues)

OR

Course Title: Mastering the Land Transaction

Master the complexities of the vacant land real estate transaction from offer to closing, including drafting the AAR Vacant Land/Lot Purchase Contract and the most common addenda (9-contract law/3-legal issues).

AND all three CORE courses:

Course Title: Essential Skills for a Successful Closing

Explore the complexities of handling escrow, title and financing issues in a real estate transaction (6-legal issues).

AND

Course Title: Agency, Employment and the Standard of Care

Explore agency and employment agreements, duties and how to comply with the standard of care in the industry (3-agency law/3-commissioners standards).

AND

Course Title: Disclosure & Due Diligence

Explore how to fulfill the disclosure obligations in a real estate transaction and the due diligence responsibilities of the parties. (6-disclosure)

AND one of the ELECTIVE courses**Course Title: New Homes and Manufactured Homes**

Master the intricacies of working in the new home and manufactured home marketplace.

Course Title: Leasing Essentials

Master the essential elements of real estate leasing, including landlord/tenant laws, property management and a broker's responsibility in this specialty (3-contract law/3-legal issues).

Course Title: Claims, Litigation and Remedies

Explore the elements of common real estate claims and litigation, the available remedies, claim management and dispute resolution.

Course Title: Advertising, Marketing & Misrepresentation: Risk and Regulation

Examine advertising and marketing principles, the rules and regulations governing these activities and how to avoid misrepresentation in a real estate transaction.

Course Title: Federal Legal Issues

Learn how best to comply with the federal laws that impact a real estate transaction, such as fair housing, RESPA, and antitrust.

Course Title: Short Sales, REO's & Foreclosures

Understand the problems that can and do occur in these transactions, and learn how to develop strategies to reduce risks for the clients, salespersons and brokers. (3-contract law/3-legal issues)

Complete information can be found on: www.aaronline.com/documents/crms.asp



Following are just a few of the professional and business development opportunities provided with Worldwide ERC[®] membership:

- *Heighten your visibility and find new clients by listing your company in Worldwide ERC[®]'s print Directory for the Relocation Marketplace and online Global Workforce Services Directory.*
- *Keep up to date on the latest industry issues and developments through:*
 - *MOBILITY, Worldwide ERC[®]'s award-winning monthly magazine*
 - *Access to the extensive members-only sections of Worldwide ERC[®]'s web site*
 - *GLOBILITY™, an exclusive, semi-monthly news service provided via e-mail*
 - *Worldwide ERC[®] Express, a weekly quick-read electronic newsletter*
- *Receive member discounts on Worldwide ERC[®] conferences, seminars, and publications, including:*
 - *The Roster of Members and Resource Guide for the Relocation Marketplace*
 - *The National Relocation Conference held each May*
 - *The Global Workforce Symposium held each October*
 - *Worldwide ERC[®]'s Forms Portal, a simple, low-cost solution for completing standardized relocation forms electronically*
 - *Worldwide ERC[®]'s online Relocation Appraisal Training Program, providing CE hours for most state appraisal licenses and the CRP[®] designation.*
- *Gain recognition by earning your Certified Relocation Professional (CRP[®]) and/or Global Mobility Specialist (GMS™) designations*

**CERTIFIED
RELOCATION PROFESSIONAL
(CRP®)**



Worldwide ERC®

4401 Wilson Blvd. Ste 510
Arlington, VA 22203
(703) 842-3400 or (703) 842-3430
Fax (703) 527-1554
www.erc.org
crp@erc.org

Established in 1990, the Worldwide ERC® Certified Relocation Professional program has quickly become a symbol of professionalism and is the industry's premiere certification program. The CRP® designation formally recognizes those who have mastered extensive knowledge on the principles and practices of relocation.

A major purpose of this program is the achievement of a common and universal understanding of the entire employee relocation field and recognition of those professionals who demonstrate mastery.

Founded in 1964, Worldwide ERC® was formed to help our members overcome the challenges of workforce mobility. Our members come from many professions – human resources; recruiting; government; military; real estate; financial services; moving; counseling; consulting; and more! Worldwide ERC® provides current issues, trends, and best practices for the movement of employees within the United States as well as global mobility.

The CRP designation is not affiliated with, or endorsed by, the National Association of REALTORS®.

CRP® Designation Requirements

The designation candidate must satisfy either Option #1 or Option #2 of the eligibility requirements.

Option #1

- The candidate must have held membership with Worldwide ERC® for at least 18 months during the three-year period prior to the exam which is offered once per year; and
- The candidate currently has a membership established with Worldwide ERC®.

Option #2

- A CRP®/SCRP® that is a member in good standing with Worldwide ERC® can attest for a CRP® candidate provided certain requirements are met. (Visit erc.org for complete requirements.)

Exam

Candidates must take and pass a comprehensive written exam consisting of 110 multiple choice questions. Candidates have three hours to complete the exam. The exam application is available for download by going to the CRP® “Designation link” from www.erc.org. The exam is usually offered at four exam sites in the country each May.

Exam Content Areas

- Corporate Relocation Policies and Procedures
- Residential Real Estate
- Relocation Appraising
- Relocation Tax and Legal Issues
- Family Mobility Issues
- Mobility Strategies

Designation Validity and Usage

Designations are valid for a three-year period after passing the exam. Continued use of the designation is subject to meeting recertification requirements. (Visit erc.org for complete recertification requirements.)

Annual Membership Dues: Membership is \$225 prorated monthly. For company membership, contact ERC®. Designees must also recertify once every three years.

Application and Application Fee: The CRP® exam application is available for download at www.erc.org. Click on “Register now for the 2009 CRP® examination!” The application fee is \$275 to \$545 depending on time of registration.

Continuing Education Credit: Contact course provider.

Course Information: No courses required.

Estimated Cost of Course: NA

Exam: Three hours to complete 110 multiple choice exam. The exam application is available for download by going to the CRP® “Designation link” from www.erc.org. The exam is usually offered at four exam sites in the country one time per year.

Self-Study/Online Option Available: No online option available for the test, however, there are self study materials available to prepare for the exam. Contact www.erc.org.

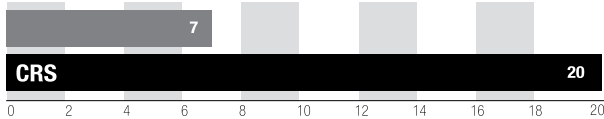
Years to Complete Designation: Completion of one exam and membership with Worldwide ERC® for at least 18 months during the three-year period prior to the exam which is offered once per year in May.

THE BOTTOM LINE IS THE BOTTOM LINE

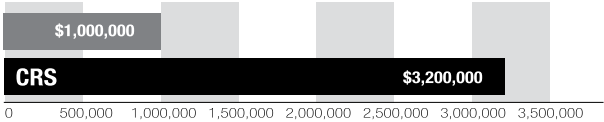
Beyond the referral network, the high-caliber online and classroom courses and the benefits of membership, earning the CRS Designation is really about learning proven methods for making more money. The Council of Residential Specialists has an over thirty-year legacy of giving residential real estate professionals the tools they need to be successful in any market. Find out how you can get on the proven path to success.

THE AVERAGE REALTOR® SALES AGENT VERSUS REALTORS® WITH THE CRS DESIGNATION

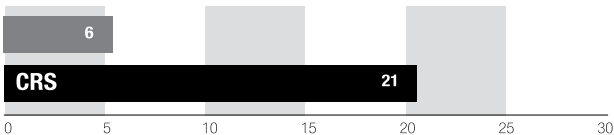
MEDIAN YEARS IN REAL ESTATE



MEDIAN ANNUAL GROSS SALES



MEDIAN ANNUAL TRANSACTIONS



Source: 2009 National Association of REALTORS® Member Profile and 2009 Council of Residential Specialists Membership Survey.



Council of Residential Specialists

The Proven Path To Success

Visit WWW.CRS.COM or call customer service
800.462.8841 to find the nearest course in your area.

CERTIFIED RESIDENTIAL SPECIALIST (CRS)

Council of Residential Specialists

Member Services Department
430 North Michigan Ave., 3rd Floor
Chicago, IL 60611
(800) 462-8841
Fax (312) 329-8551
www.crs.com
crshelp@crs.com



The Certified Residential Specialist® (CRS®) is the professional designation offered by the Council of Residential Specialists. Since 1977, the Council has awarded the CRS designation to sales associates in the residential sales field who have demonstrated professional accomplishments in both experience and education. Fewer than 3 percent of all REALTORS® hold the CRS Designation.

CRS Designees earn a median income of \$110,000 annually – nearly three times more than the \$37,300 median income of those REALTORS® who are not CRS Designees. They complete an average of 26 transactions per year and have an average gross sales of four million dollars annually (Source: 2007 NAR Member Profile and 2007 CRS Member Survey.)

The Council of Residential Specialists is one of the largest not-for-profit affiliates of the National Association of REALTORS®, with its headquarters in Chicago, Illinois. The Council continues to work toward the advancement of residential sales professionals. Consisting of over 42,000 Certified Residential Specialist (CRS) Designees and Candidates/General Members, the Council helps members advance their careers through taking CRS Courses, purchasing CRS Quality-Test products and providing the resources designed to help them serve the public better, excel in the competitive market and realize their personal and earning goals.

CRS Designation Requirements

1. There are two options to choose from. Choose the path that matches your level of experience.

Path 1 - Production Requirements

75 Transaction sides within any five-year period **OR** \$25 million within any five-year period

Path 2 - Production Requirements

25 Transaction sides (with no time limit) **OR**
\$8 million with a minimum of 10 transactions within any two-year period

Pro-Program - Production Requirements (Must be licensed for at least 10 years)

150 Transactions **OR** An average of \$1 million per year of experience with a minimum of 40 transactions.

Managers - Production Requirements

Directly oversee a minimum of 400 closed residential transactions **OR** Directly oversee \$80 million in closed residential transactions **OR** Have 4 years of real estate management experience.

2. Education

Four core course units for Path 1 and six core course units for Path 2.

Two core course units for Pro-Program and four core course units for Managers.

Core Courses -- each course is a two-day course and earns two units

CRS 200: Business Planning and Marketing for the Residential Specialist

CRS 201: Listing Strategies for the Residential Specialist

CRS 202: Effective Buyer Sales Strategies

CRS 204: Creating Wealth through Residential Real Estate Investments

CRS 205: Financing

CRS 206: Technologies to Advance Your Business

CRS 210: Building An Exceptional Customer Service Referral Business

3. Elective Requirements (These change frequently. Visit <http://www.crs.com/pdf/electives.pdf> for up-to-date requirements and available courses.)

A total of 4 units are needed for any path except for the Pro-Program which requires none. Choose from the following:

- Additional core course (1-2 Units per course)
- CRS Approved one-unit courses (1 Unit per course, 2 units maximum)
- Attendance at CRS Sell-a-bration (1 unit per conference, 2 units maximum)
- Additional production - 40 transactions or 13 million. (1 unit per submission, 4 units maximum)
- National Association of REALTORS courses. (1-2 units per course 2 units maximum) (See web site for list of approved courses.)
- National Association of Home Builders Courses. (1-2 units per course 4 units maximum) (See Web site for list of approved course.)
- Distance learning courses. (1 unit per course 4 units maximum)
- Bachelor's Degree **OR** any one of the following Designations or Certifications: ABR, ALC, CPM, CRB, CRES, CCIM, FRI, GRI or e-PRO (2 Units per item, 2 units maximum)

4. All Designation programs require membership in the Council of Residential Specialists. All members are required to maintain active REALTOR® or REALTOR ASSOCIATE® membership in their local board/state association. A \$75 processing fee applies to all designation applications. There is no time limit in fulfilling the education requirements. **THERE ARE NO EXCEPTIONS TO THE REQUIREMENTS STATED ABOVE.**

Annual Membership Dues: At the time of the awarding of the CRS designation and thereafter, the designee must maintain annual membership in the Council - \$120 - and maintain REALTOR® or REALTOR ASSOCIATE® membership with their local board or state association.

Application and Application Fee: New members can join online at www.crs.com. Click on “Join CRS” for \$60 for 12 months of membership. A offer valid for fist-time applicants. Previous members will need to reinstate there membership. A \$75 designation processing fee is due at the time of submitting your designation application.

Continuing Education Credit: Contact course provider.

Course Information: Please visit www.crs.com/education/173

Estimated Cost of Course: Contact course provider.

Exam: The CRS Course examination is given on the last afternoon of the course. Students passing the exam receive an official certificate of completion approximately 3-4 weeks after the course. Students are required to take the exam at the course. Should a student fail the examination, a re-examination may be arranged through the Council. Only one re-examination will be permitted. No grade information will be given over the phone.

Self-Study/Online Option Available: Approved one-unit courses and additional options to meet the elective requirements including two e-learning courses are listed at www.crs.com.

Years to Complete Designation: There is no timeframe in which a CRS candidate must complete the courses, and course credits do not expire. It is up to the CRS candidate to determine how long he/she wishes to take the necessary courses and meet the production requirements.



The Certified Social Media Marketer (CSM) designation course teaches students to develop responsible, effective and ethical social marketing strategies for business.

The two-day course gives students a perspective and understanding of the principles and development of social networking.

The course covers building an online identity, reputation management, rules & ethics and the application of specific tools such as blogging, Facebook, and Twitter.

Students leave the course with a written personalized plan with actual strategies to effectively and ethically integrate social media tools into existing marketing plans.

Certified Social Marketer (CSM)

Social Media Marketing Institute
(888) 293-7501
www.smminstitute.com



The CSM Designation is the entry level designation offered by the Social Media Marketing Institute. Individuals may earn the CSM designation by completing a Two day course of study which includes a high level approach to understanding the genesis of Social Media, the differences between interruptive and permission based marketing, the concepts of social capital, the social contract, social objects, ethical behavior in the social media space, ROI (return on influence), and how to build an online reputation that will enable the student to earn a position as a “trust agent” or “trusted influence” in their online community. The course then shows the participants how to use these tools and their newly acquired understanding with several of the current social media venues in an ethical, responsible, and effective manner.

Social media is an umbrella term that defines the various activities that integrate technology, social interaction, and the construction of words. A category of sites that is based on user participation and user-generated content, they include social networking sites like LinkedIn or Facebook, social bookmarking sites like Del.icio.us, social news sites like Digg or Reddit, and other sites that are centered on user interaction. The term social media describes media that is posed by the user and can take many different forms. Some types of social media are forums, message boards, blogs, wikis and podcasts. Social media applications include Google, Facebook and YouTube. Software tools that allow groups to generate content and engage in peer-to-peer conversations and exchange of content (examples are YouTube, Flickr, Facebook, MySpace etc).

CSM Designation Requirements

1. Successful completion of the two-day course of study.
2. Successful completion of the course exam.

*Students may use the CSM designation as long as they comply with the Code of Ethics and standards of practice of SMMI, and maintain a membership in good standing as a member of the Institute.

Annual Membership Dues: \$99.00. Contact course provider for more information.

Application and Application Fee: Contact course provider.

Continuing Education Credit: Contact course provider.

Course Information: Understanding the differences between interruptive and permission based marketing, the concepts of social capital, the social contract, social objects, ethical behavior in the social media space, ROI (return on influence), and how to build an online reputation that will enable the student to earn a position as a “trust agent” or “trusted influence” in their online community Also NAR code of ethics 12 & 15, online marketing, social networks, new media & new media sharing, video & photo sharing, and online branding.

Estimated Cost of Course: \$299.00 per day per student (includes text materials, exam fee, and SMMI membership fee).

Exam: Included in designation course cost

Self-Study/Online Option Available: No. Contact course provider for live classroom dates and locations.



- *e-PRO® Certification is a complete training program on communicating effectively with the online consumer and getting the most out of your online real estate business.*
- *The e-PRO® Certification course guides students through completing a Technology Plan of Action for their business and introduces them to many techniques for evaluating and using Internet tools.*
- *e-PRO® Certification will help you make more money today as well as securing your position tomorrow.*
- *You'll learn how to leverage your most valuable asset - your people skills - to create increased business online, by participation in online communities.*
- *e-PRO® Certification clearly identifies you as a real estate Internet Professional to potential online clients.*
- *You can use the e-PRO® logo on your site, which is linked to a web page listing reasons why customers should choose an e-PRO® Certified real estate professional.*
- *You are included in a referral network with other trusted e-PRO® graduates.*

e-PRO®

National Association of REALTORS®



InternetCrusade (The course is administered by InternetCrusade®)

7183 Navajo Rd., Suite F

San Diego, CA 92119

(619) 283-7302, ext. 203

Fax (619) 283-7343

ePRO@InternetCrusade.com

www.eProNAR.com

The e-PRO® certification course is an educational program unlike any other professional certification or designation course available. It is sponsored by the National Association of REALTORS® and is specifically designed to help real estate professionals thrive in the competitive world of online real estate.

In addition, the e-PRO® certification course is geared to ensure continued success in online real estate after the course has been completed and certification earned, by online participation in the e-PRO® Community and the e-PRO® Referral Network.

e-PRO® certification is available to NAR members through a revolutionary new training program, presented entirely online to certify real estate agents as Internet Professionals. Comprehensive and rewarding, e-PRO® is the only certification program of its kind recognized nationwide and endorsed by the National Association of REALTORS®. The course offers Internet learning applications to enhance the real estate professional's skills and abilities to succeed in this demanding high-tech marketplace. Key objectives include, among others, an introduction to the benefits of an online community, development of computer and Internet skills and integration of a technology plan into an overall business plan in accordance with standards relating to conducting business over the Internet.

e-PRO® Certification Requirements

To attain the REALTOR e-PRO® certification you must register for and complete the four-module online course. To register, visit www.ePro-NAR.com.

Education

Presented in four modules:

Module 1 - Understanding the Miracle of the Internet

Module 2 - Becoming an E-Mail Power House

Module 3 - World Wide Web... Marketing, Publishing, Service & Support

Module 4 - Tying It All Together... Tools of the Trade, Virtual Communities and Technology Plan of Action

The four areas of focus in the e-PRO® Certification course are:

Getting Connected - Getting connected is more than going online, it is about creating an Internet Presence. Join the Community and get “immersed” in the process.

E-mail, a new way to communicate and a new way to market - Master your e-mail software, using it as a tool to communicate before, during, and after the transaction. Learn great risk reduction and marketing techniques.

World Wide Web - Learn the obvious and the subtle advantages a web-marketing plan can have. Create your own Internet Listing Presentation content. Use the World Wide Web to publish information valuable to your prospects as well as your clients. Do your homework before you “buy” a web site or pay for an “exclusive territory.” Do search engines help? What is working for real estate professionals on the web?

Tying it all together - Bring the aspects of ancillary technology such as PDAs, Digital Cameras, Virtual Tours, MLS systems to the attention of the e-PRO®. Looking at the competition and putting together the plan to put the concepts of e-PRO® into your business. Create your Personal Technology Plan of Action and position yourself for the future. Become an active member of the e-PRO® graduate community and the growing list of benefits which that will bring.

Annual Membership Dues: No annual fee and e-PRO® satisfies elective requirements for the CRS, CIPS, and ABR designations.

Application and Application Fee: No application required. Register for online course at www.eProNAR.com

Continuing Education Credit: Arizona: Six general (\$25)
Course Information: Visit www.eProNAR.com.

Estimated Cost of Course: Contact course provider.

Exam: Course has 16 sections and each section includes an exam. 75 percent score is required to move forward. The final exam is 50 questions and requires a 75 percent passing grade.

Self-Study/Online Option Available: Course is taught entirely online.

Years to Complete Designation: Candidates have a six-month enrollment period to complete the course, which takes approximately 25-30 hours.



GAA, General Accredited Appraiser, signifies advanced education and experience in commercial, industrial, and residential property valuation. Certified General Appraisers wishing to increase their visibility should consider pursuing the GAA designation.

GENERAL ACCREDITED APPRAISER (GAA)

National Association of REALTORS®

430 North Michigan Avenue
Chicago, IL 60611-4087
(800) 874-6500, x8393
Fax (312) 329-8338
www.realtor.org/appraisal
narappraisalsource@realtors.org



GAA designees are members of the National Association of REALTORS®, the nation’s leading authority in the real estate profession since 1908, representing 30,000 real estate appraisers. In response to market needs, NAR introduced the GAA designation in 1994, recognizing those valued appraisers whose experience and education exceed state appraisal certification requirements. They are the only appraisal designations carrying the strength and tradition of the REALTOR® name. The National Association of REALTORS® supports the work and is a Sponsor of the The Appraisal Foundation.

GAA, General Accredited Appraiser, signifies advanced education and experience in commercial, industrial, and residential property valuation. Certified General Appraisers wishing to increase their visibility should consider pursuing the GAA designation.

GAA Designation Requirements

1. REALTOR® or Institute Affiliate membership in the National Association of REALTORS®. An Institute Affiliate member must be a designee of one of the following five NAR affiliates: IREM, CCIM Institute, RLI, CRE or SIOR.
2. State Certified General Appraiser for the GAA designation.
3. A minimum of 1,000 hours experience in addition to the experience required to obtain state certification.
4. Tested education: **60** hours of tested course work **in addition** to the Appraiser Qualification Board's education requirement at the time of certification. Please check the GAA designation application for complete information. See www.realtor.org/appsourc.nsf/pages/designationinformation.

AQB Approved Appraisal Subject Matter Topics

Qualification Topics

- Influences on Real Estate Value
- Legal Considerations in Appraisal
- Types of Value
- Economic Principles
- Real Estate Markets and Analysis
- Valuation Process
- Property Description
- Highest and Best Use Analysis
- Appraisal Math and Statistics
- Sales Comparison Approach
- Site Value
- Cost Approach
- Income Approach
- Valuation of Partial Interests
- Appraisal Standards and Ethics
- Narrative Report Writing

Continuing Education Topics

- Ad Valorem Taxation
- Arbitration
- Business Courses Related to Practice of Real Estate Appraisal
- Construction Estimating
- Ethics and Standards of Professional Practice
- Land Use Planning, Zoning, Taxation
- Management, Leasing, Brokerage, Timesharing
- Property Development
- Real Estate Appraisal
- Real Estate Law
- Real Estate Litigation
- Real Estate Financing and Investment
- Real Estate Appraisal Related Computer Applications
- Real Estate Securities and Syndication
- Real Property Exchange

Annual Membership Dues: \$100 (referred to as a maintenance fee by GAA). (Required to maintain membership.)

Application and Application Fee: Download application from www.realtor.org/appsourc.nsf/pages/designationinformation. Application fee is \$100 (which includes a non-refundable processing fee of \$25)

Continuing Education Credit: Contact course provider.

Course Information: NAR Appraisal at 430 N. Michigan Ave, Chicago, IL 60611

Estimated Cost of Course: Contact course provider.

Exam: Courses used to satisfy the education requirement for the designation must be tested education and the student must pass the exam.

Self-Study/Online Option Available: Contact NARappraisal, 430 North Michigan Ave., Chicago, IL 60611-4087 for a list of schools that offer self-study courses.

Years to Complete Designation: Varies, depending on courses and course provider. **However**, the 1,000 hours of experience required for the designation must be completed **after** state certification is completed.



- Provides real estate professionals with the knowledge and awareness of green building principles applied in residences, commercial properties, developments, and communities so that they can list, market, and manage green properties as well as guide buyer-clients, in purchasing green homes and buildings.
- Enables real estate professionals to incorporate green principles into their practice.
- Encourages the real estate professional to be an advocate in spreading the green philosophy and be a positive force for creating sustainable and energy efficient communities of homes and commercial buildings.
- Provides on-going information, tools, and support regarding green building features, thus enabling members to be leaders in their marketplace.
- Supports member efforts with referrals, marketing tools, and consumer awareness campaigns.

GREEN

Green REsource Council

430 N. Michigan Ave

Chicago, IL 60611

800-498-9422

www.GreenREsourceCouncil.org

GreenDesignation@realtors.org



NAR's Green Designation Core Course provides real estate professionals with knowledge and awareness of green building principles applied in residences, commercial properties, developments, and communities so that they can help consumers in purchasing, retrofitting, and operating green properties. The course encourages the real estate professional to be an advocate for green principles in the design and use of homes and commercial buildings and a positive force for creating sustainable communities.

Green building is fundamentally altering real estate market dynamics. NAR's Green Designation is not part of a current fad. Two-thirds of consumers are in tune to the green buildings and understand that there is a link between green homes, cost savings, and healthy living. (McGraw-Hill Smart Market Report 2007 Green Homeowner Issue)

The building industry is indeed going green and LEED-registered projects could soon account for almost 25% of all new construction in the U.S. (Environmental Leader, May 2008.)

Home buyers who ranked energy efficiency as "very important" purchased homes that had a median home price \$12,400 higher than those who ranked it "somewhat" or "not important." (NAR's 2007 Profile of Buyers' Home Features Preferences)

Green Designation Requirements

Realtors® can earn NAR's Green Designation by completing the following three objectives:

- Take and pass the two-day Core Course
 - Available in Live and Online formats
 - Provides the training you need to represent today's buyers & sellers
- Take and pass one of three one-day Elective Courses
 - Elective course topics are offered in:
 - Residential Real Estate
 - Commercial Real Estate
 - Property Management
 - You can take as many of the elective courses as you like, but you are only required to complete one to earn NAR's Green Designation.
- Submit the GREEN Application Form to the Green Resource Council along with proof of completion of your core and elective courses.

The overall goals of the NAR's Green Designation Core Course are to:

- Integrate green concepts and benefits into a personal viewpoint that informs choices in real estate business practice.
- Acquire the concepts and vocabulary of the green paradigm as applied in real estate and use this terminology correctly in interactions with customers and clients.
- Recognize, validate, and respond to concerns and priorities of the green-generation consumer seller, buyer, tenant, builder, developer.
- Make the appropriate disclosures consistent with NAR Code of Ethics and state regulations.
- Describe the interrelationships of sustainable communities, smart growth, natural habitat conservation, New Urbanism, and land planning with green homes and buildings.
- Acquire awareness of trends in public and consumer sentiment on quality of life issues and community economic development.
- Identify how the green philosophy can be employed in housing of all types.
- Recognize the features that make a home or building green and resource efficient in construction or remodeling, use, and operation.
- Recognize and respond to obstacles—regulatory, zoning, building codes, costs, perceptions, lack of knowledge that can impede green development and construction.
- Inform customers and clients of the significance of LEED, Energy Star, and other rating systems.
- Discuss the cost–benefit of resource–efficient building and home systems, materials, land usage, and maintenance.

Annual Membership Dues: New Designees receive a free one-year membership in the Green REsource Council. The second year is prorated after the first year, annual dues are \$99.

Application and Application Fee: None

Continuing Education Credit: Contact course provider.

Course Information: Please visit: www.greenresourcecouncil.org/courses

Estimated Cost of Course: The 12-hour Core Course's suggested retail price is \$295, and the 6- hour elective courses' suggested retail prices are around \$125.

Exam: An exam will be offered at the end of each course. Both online and live courses require the passing of an exam.

Self-Study/Online Option Available: Residential, core and commercial are all available online now at GreenREsourceCouncil.org

Years to Complete Designation: You have 1 year from date of completing core course to complete all designation requirements.

GRIs are:

- *Nationally recognized as top performers in the real estate industry*
- *Professionally trained*
- *Knowledgeable*
- *Dedicated to bringing you quality service*

A GRI can make a difference

When you see the letters “GRI” after an agent’s name, you can count on receiving the knowledge and guidance you need to make your transaction go smoothly. In short, you can count on getting the best service available from a real estate professional.

Don’t you deserve the best?



GRADUATE, REALTOR® INSTITUTE (GRI)



Arizona Association of REALTORS®

255 E. Osborn, Ste 200
Phoenix, Arizona 85012
800-426-7274
602-248-7787
www.aaronline.com
barbfreestone@aaronline.com

The GRI Designation Program was developed for members of the National Association of REALTORS® and is offered through State REALTOR® Associations. The Graduate, REALTOR® Institute (GRI) designation indicates to buyers, sellers and other real estate industry professionals that you have made the commitment to provide a high level of professional service to your clients by securing a strong educational foundation.

The GRI designation is obtained by attending a specific, intensive series of a minimum of 90 hours of classroom instruction, covering subjects in contract law, professional standards, sales and marketing, finance and risk reduction. The subject matter has been chosen to educate practitioners about local, state and national real estate practices that affect them and their clients. GRI courses are taught by leading real estate professionals from around the country.

The REALTOR® Institute is more than twenty-five years old and has graduated thousands of REALTORS®. These professionals find the GRI designation a powerful tool for attracting and building new business. In today's competitive business environment you need more than just motivation and initiative to succeed, you need the advantage of the education you receive in the GRI program. The Graduate, REALTOR® Institute (GRI) symbol is the mark of a real estate professional who has made a commitment to providing a superior level of professional services by earning the GRI designation.

GRI Designation Requirements

REQUIRED CLASSES

- 100 Business Planning (one-day)
- 101 Selling & Marketing Strategies (two-day)
- 201 Understanding Transaction Financing (two-day)
- 202 The Contract Class (two-day)
- 203 The Agency Course (two-day)
- 204 Risk Management (two-day)
- 307 Multi-Cultural Marketing (one-day)
- 308 Safe Real Estate (Code of Ethics/Procuring Cause) (two-day)

300 SERIES ELECTIVES

- 306 Selling New Homes (one-day)
- 309 Assistants (one-day)
- 311 Environmental Integrity (one-day)
- 312 Effective Consumer Service (one day)
- 314 Technology Strategies for the New Marketplace (two-day)
- 315 Negotiating Through Effective Communication (one-day)
- 316 Mentoring and Coaching Associates in Real Estate (one-day)
- 317 How to Select A Residential Property Management Company (one-day)
- 318 Property Management for Property Managers (two-day)
- 319 Tax Deferred (1031) Exchanges & Residential Real Estate Investors (one-day)
- 320 Advanced Customer Care through Technology (one-day)

COURSE ALTERNATIVE: If you have been in real estate for three years or more OR had a production of 36 closed transaction sides, you are eligible to take a one- or two-day 300 series elective in lieu of the GRI 100 and/or two days of the 300 elective series in lieu of GRI 101 in addition to the required two electives. Fill out the application form found on aaronline.com and receive approval from AAR prior to taking the course and send it to Sam Takach at AAR.

Annual Membership Dues: None

1st Class Fee: \$25

Continuing Education Credit: Varies by course

Course Information: Contact the Arizona Association of REALTORS® at (602) 248-7787.

Estimated Cost of Course: The local association offering the class determines the registration fees. Typically a one day course is \$60 and a two-day course is \$95.

Exam: Exam after each course. A passing score of 70 percent is required.

Self-Study/Online Option Available: GRI Module 100 has an online equivalency option available. Visit www.AZGRI.com for information.

Years to Complete Designation: Requirements must be completed within five years of starting the first class.



If you are serving in a volunteer role as chairman, director or officer, OR are interested in serving in one of these capacities, this program is for you.

Leadership Training Academy (LTA)

Arizona Association of REALTORS®

255 E. Osborn, Ste 200
Phoenix, Arizona 85012
602-248-7787
800-426-7274
Barb Freestone
www.aaronline.com



Program Requirements:

The LTA program consists of three classes. All three classes must be taken in order to graduate from the program. LTA 1: The Basics must be taken prior to the LTA2 and LTA3/4 classes.

LTA1: The Basics

- Discover what a leader does
- Learn how to maximize performance of those you lead
- Learn to maximize the potential of people
- Differentiate between leadership and management
- Develop and implement personal leadership goals
- Understand leadership styles and when to use each style

LTA2: Public Speaking

- Analyze the audience
- Control the environment
- Organize your thoughts
- Use humor effectively
- Understand the mechanics of a presentation
- See yourself as others see you

LTA3/4: Managing

- Managing, Leading, Growing
- Run an effective meeting
- Reach a consensus in a group
- Manage group dynamics
- Deal with ethical dilemmas
- Understand parliamentary procedures
- Learn what AAR is all about
- Discover how to get involved with NAR and AAR

One of the best four days you will spend....

Past attendees learned....

- that “Leaders” are not necessarily the President, Chair, etc.; that “true leaders” evolve and bring out the best in others.
- how to recognize different leadership traits and how to use them to maximize their talents.
- some tips that help with nervousness, dry mouth, etc.
- to be more conscious of my non-words and body language.
- several tips that will help me be more relaxed in front of a group.
- correct Robert’s Rules; a different approach in dealing with board members personalities.
- how to help resolve conflict within a discussion.
- how to control meetings, defusing confrontational situations.
- that I need to focus on what leads to achieving my goals and vision - both business and personal - by working with strong people having the right skill sets to meet goals designed for the organization’s success.
- leadership style listening skills.
- how to determine our own leadership styles.
- great team-building exercises...all of them.

Continuing Education: None

Annual Membership Dues: None

Estimated Cost of Course: \$130/\$20/\$20

Course Information: Contact the Arizona Association of REALTORS® at 602-248-7787 or www.aaronline.com.



The Appraisal Institute

Well respected.

Well worth it.

Well...what are you waiting for?

As the leading professional membership organization for real estate appraisers, the Appraisal Institute provides many useful benefits and resources for its members. These include a variety of tools to help promote your business, network with other professionals and enrich your knowledge base. From online forums and publications to products and services from recognized organizations and providers, the Appraisal Institute strives to service the professional needs of all its members.

MAI

Appraisal Institute

550 West Van Buren Street

Suite 1000

Chicago, IL 60607

312-335-4100

www.appraisalinstitute.org



Designated Member Service Center

Phone: 312-335-4415 **Fax:** 312-335-4415

E-Mail: designated@appraisalinstitute.org

Associate, Affiliate & Prospective Member Service Center

Phone: 312-335-4111 **Fax:** 312-335-4146

E-Mail: associate@appraisalinstitute.org

The Appraisal Institute is a global membership association of professional real estate appraisers, with nearly 24,000 members and 91 chapters throughout the world. Its mission is to advance professionalism and ethics, global standards, methodologies, and practices through the professional development of property economics worldwide. Organized in 1932, the Appraisal Institute advocates equal opportunity and non-discrimination in the appraisal profession and conducts its activities in accordance with applicable federal, state and local laws. Members of the Appraisal Institute benefit from an array of professional education and advocacy programs, and may hold the prestigious MAI, SRPA and SRA designations.

The Appraisal Institute is the acknowledged worldwide leader in residential and commercial real estate appraisal education, research, publishing and professional membership designation programs. Its extensive curriculum of courses and specialty seminars provides a well-rounded education in valuation methodology for both the novice and seasoned practitioner.

Membership is open to appraisal practitioners as well as to individuals from allied fields. Designated members may hold the MAI, SRPA or SRA membership designation. Currently, the Appraisal Institute confers one general (commercial) designation, the MAI, and one residential designation, the SRA. The Associate member category is for individuals who engage in activity governed by the Uniform Standards of Professional Appraisal Practice. Affiliate membership is open to individuals who are not performing USPAP-related work but wish to be allied with the Appraisal Institute such as bankers, attorneys, and government agency representatives.

Appraisal Institute designated members have met rigorous requirements relating to education, testing, experience and demonstration of knowledge, understanding and ability. Most designated members hold one or more designations.

The MAI designation is not affiliated with, or endorsed by, the National Association of REALTORS®.

MAI Designation Requirements

The MAI professional membership designation is held by appraisers who are experienced in the valuation and evaluation of commercial, industrial, residential and other types of properties, and who advise clients on real estate investment decisions. An MAI must receive a passing grade on 16 examinations that test the appraiser's knowledge of basic and advanced appraisal principles, procedures and applications; report writing; valuation analysis and standards of professional practice. In addition, an MAI must receive a passing grade on a four-module, two-day comprehensive examination and hold an undergraduate degree from a four-year accredited educational institution.

The current requirements that an appraiser must fulfill to receive the MAI designation are as follows:

Standards of Professional Practice (SPP)

Designated members must pass the 15-hour National USPAP Course/Exam (previously called 410) and the Appraisal Institute's Business Practices and Ethics Course/Exam (8 hours) (previously called 420).

Courses: Unless AQB criteria/state general certification or certain degrees, the following Level I Exams are required.

- Basic Appraisal Principles
- Basic Appraisal Procedures
- General Appraiser Income Approach/Part 1 (or equivalent)
- General Appraiser Income Approach/Part II (or equivalent)
- General Appraiser Sales Comparison Approach (or equivalent)
- General Appraiser Site Valuation & Cost Approach (or equivalent)
- General Market Analysis and Highest and Best Use
- General Appraiser Report Writing & Case Studies
- Real Estate Finance, Statistics, Valuation Modeling

Credit must be received for the following Level II examinations:

- Advanced Income Capitalization (Course 510)
- Highest & Best Use and Market Analysis (40 hr) (formerly 520) OR General Market Analysis and Highest and Best Use (30 hr)
- Advanced Sales Comparison and Cost Approaches (Course 530)
- Course/Exam – Report Writing and Valuation Analysis (Course 540)
- Advanced Applications (Course 550)

Degree Requirement

At least a four-year degree from an accredited college or university (documented by providing an official transcript sent directly from the college to the Associate, Affiliate and Prospective Member Service Centers department).

Demonstration Report

Must receive credit for a demonstration appraisal report on an income producing property or receive credit for the research project or three appraisal reports alternative.

Comprehensive Exam

Must pass the Appraisal Institute's General Comprehensive Examination.

Appraisal Experience: Associates admitted BEFORE July 1, 2006 who complete experience requirement by July 1, 2011: Initial list of work: The associate member must submit a list of work after performing appraisal work or providing practical solutions to real property economics problems for 3,000 hours over at least two years. Optional Advisory Review of this work is completed by screener. Must receive credit for 3,000 hours of Specialised Experience performed after the initial list of work. Associates admitted AFTER July 1, 2006: The general associate member must receive credit for 4,500 hours of Specialized Experience, over at least a 36 month period. Advisory Review is OPTIONAL.

Annual Membership Dues: Visit www.appraisalinstitute.org for information.

Application and Application Fee: Visit www.appraisalinstitute.org for information.

Continuing Education Credit: Contact course provider.

Course Information: For information regarding Appraisal Institute classes, please contact the Appraisal Institute at 312-335-4100 or access the Appraisal Institute's Web site at www.appraisalinstitute.org.

Estimated Cost of Course: Contact course provider.

Exam: Exam after each course.

Self-Study/Online Option Available: For classes available online through the Appraisal Institute, please visit www.appraisalinstitute.org.

Years to Complete Designation: Based on experience.



Knowledge leads to success.

Many REALTORS® attribute the foundation of their success to their continued real estate education.

“Learn More, Earn More.”

MASTER OF REAL ESTATE SOCIETY (MRE)

Arizona Association of REALTORS®

Sam Takach

255 E. Osborn, Ste 200

Phoenix, AZ 85012

Phone: 602-248-7787

Email: samtakach@aaronline.com

AAR's MRE Society (Master of Real Estate) could be just what you need. The Professional & Business Development Committee created this Society to recognize members' educational accomplishments and provide you with a tool to market your accomplishments to the public.

The Value of Your Education Earned:

- Competitive edge
- Recognize trends and fore see potential impacts
- Receive timely information related to changes affecting your business
- Better prepared to protect the consumer
- Reduce Risk
- Provides solid foundation for business success
- Networking and building referrals through interaction with other students
- Earn more than the average member
- Create stability in the business
- Earn Your Education and Join the MRE Society

MASTER OF REAL ESTATE SOCIETY

Criteria to belong:

1. REALTOR[®] in good standing
2. Hold an NAR-sanctioned designation
3. Hold another AAR or NAR designation or certification.
4. Take 54 hours of continuing education during the two-year period immediately prior to MRE application or MRE membership renewal (education classes must be an ADRE approved c/e program)
5. Earn 10 points: Points must be accumulated from a minimum of three out of the following categories

Note: Earn 1 point per occurrence within each category

- a. Attendance at a NAR or AAR sanctioned conference or a state, national or regional real estate franchise meeting or conference. (ie: CRS, WCR, RE/MAX International)
- b. Serving on a local, state or national real estate related organization
- c. Additional ADRE approved education classes above the required minimum 54 hours (ie: 1 point per 3 hour class)
- d. Real Estate related classes (i.e: college courses)
- e. Hold an additional AAR/NAR designation or certification
- f. Hold an Arizona broker or associates broker license
- g. Each MRE term served (1 point each term) Ex: 2008-2009 = 1
- h. Each MRE sponsored class attended
- i. Serving on a local, state or national community service organization.

Application fee: \$25.00 (This also applies to renewals).

- The application period is January 1st thru March 1st of each year and is valid for two years.
- You can obtain an application on AAR online at www.aaronline.com search "MRE."

Testimonials

"I'm in the business of educating home Buyers and Sellers. My education sets me apart from the thousands of real estate agents here in the Phoenix area. I belong to the best of the best; MRE (Masters of Real Estate Society) shows that I am committed to my profession."

Gail Johnson, CRS

"Being a member of the MRE Society has not only kept me focused on the importance of continued education in the changing markets, but able to provide higher level of services and education to my clients (buyers and sellers) with much confidence. I do share my experience and education level with my buyers and sellers, which has allowed me to be successful in Real Estate, the biggest obstacle in today's market is the ability to get the job done in a professional and efficient manner with high integrity. My business is 95% referral, from previous buyers and sellers. Being a MRE member is my continued goal thru my Real Estate career, knowing I am well qualified to represent buyers and sellers with their Real Estate needs."

Respectfully,

Dawn Hobel-Stroud, ABR, GRI



Why Earn the Performance Management Network Designation?

Your customers are savvier and more demanding. There's more and more information, but less time to process it. The competition is fiercer and faster than ever. By becoming a PMN Designee, you'll show your clients that you are committed to ongoing education and professional excellence, and you'll show your colleagues that you understand and value the importance of a powerful network of business connections.

Enhance your career. Grow your business. Expand your sphere of influence. Apply to become a candidate of the Performance Management Network today! PMN Designation requirements include a combination of coursework and referral transactions.

PERFORMANCE MANAGEMENT NETWORK (PMN)



Women's Council of REALTORS® (WCR)

430 North Michigan Avenue
Chicago, IL 60611-4093
(800) 245-8512
Fax (312) 329-3290
www.wcr.org
designation@wcr.org

The Performance Management Network (PMN) Designation is unique to the REALTOR® family designations, focusing on the idea that in order to enhance your business, you must enhance yourself. It is a program designed to bring you the real-world skills, the know-how and the tools that will keep you on top of the changing and competitive real estate market.

The PMN's suite of professional performance training courses is taught by recognized experts who dig deep into the hot topics that are driving the marketplace and shaping your business. Courses include topics such as:

- Negotiating strategies and tactics
- Networking and referrals
- Business planning and systems
- Personal performance management
- Cultural differences in buying and selling

The Women's Council of REALTORS® strives to be the standard bearer of professionalism and personal excellence. Trusted by professional REALTORS® for over 60 years, they are a reliable source of knowledge and networking. WCR members are business builders generating over \$100 million in commissions annually, directly related to WCR connections. They meet to share business tips, problem-solve, network, refer business, and learn what is relevant to practicing real estate professionals. With great people, relevant skills and business building programs, WCR is committed to helping REALTORS® take their business to the next level.

PMN Designation Requirements

1. Successfully complete at least three Performance Management Network courses.
2. Submit documented evidence of closed referral transactions (sales) within the past 24 months totaling 30 points as follows:
 - To/from another national WCR member - 10 points
 - To/from a non-WCR REALTOR® (recruit this REALTOR® to become a national WCR member and double the points earned) - 5 points
 - From a client - 2 points
3. To be eligible, you must be a REALTOR®, REALTOR® Associate, or Association Executive.

Courses

- Effective Negotiating for Real Estate Professionals (PMN -- 1-day course)
- Networking and Referral Systems (PMN -- 1-day course)
- The Business of Your Business: People, Planning, Money and Management (PMN -- 1-day course)
- Harnessing the Power: Skills Based Performance Management (PMN -- 1-day course)
- At Home With Diversity (NAR 6-8 hour course)

Annual Designation Dues: \$75 - this is in addition to your WCR membership dues. Membership dues vary for states and chapters. Contact WCR for information. Designee must remain a member in good standing to hold the designation.

Application Fee: \$150

Continuing Education Credit: Contact course provider.

Course Information: Visit www.coursecalendar.com.

Estimated Cost of 1-Day WCR Course: Contact course provider.

Exam: No

Self-Study/Online Option Available: No

Years to Complete Designation: Amount of time to complete designation depends on the individual. No time limit is imposed.



Residential Accredited Appraiser designation signifies advanced education and experience in analysis and valuation of residential property. Certified residential appraisers wishing to increase their visibility should consider pursuing the RAA designation.

RESIDENTIAL ACCREDITED APPRAISER (RAA)

National Association of REALTORS®

430 North Michigan Avenue

Chicago, IL 60611-4087

(800) 874-6500, x8393

Fax (312) 329-8338

www.realtor.org/appraisal

narappraisalsource@realtors.org



RAA designees are members of the National Association of REALTORS®, the nation's leading authority in the real estate profession since 1908, representing 30,000 real estate appraisers. In response to market needs, NAR introduced the RAA appraisal designations in 1994, recognizing those valued appraisers whose experience and education exceed state appraisal certification requirements. They are the only appraisal designations carrying the strength and tradition of the REALTOR® name. The National Association of REALTORS® supports the work and is a Sponsor of the The Appraisal Foundation.

Residential Accredited Appraiser designation signifies advanced education and experience in analysis and valuation of residential property. Certified residential appraisers wishing to increase their visibility should consider pursuing the RAA designation.

RAA Designation Requirements

1. REALTOR® or Institute Affiliate membership in the National Association of REALTORS®. An Institute Affiliate member must be a designee of one of the following five NAR affiliates: IREM, CCIM Institute, RLI, CRE or SIOR.
2. State Certified Residential or General Appraiser for RAA designation. (In those few states where the Certified Residential classification is unavailable, the requirement is state Licensed for the RAA designation.)
3. A minimum of 1,000 hours experience in addition to the experience required to obtain state certification.
4. Tested education: **45** hours for the RAA of tested course work **in addition** to the Appraiser Qualification Board's education requirement at the time of certification. Please check the RAA designation application for complete information.
See www.realtor.org/appsourc.nsf/pages/designationinformation.

AQB Approved Appraisal Subject Matter Topics

Qualification Topics

- Influences on Real Estate Value
- Legal Considerations in Appraisal
- Types of Value
- Economic Principles
- Real Estate Markets and Analysis
- Valuation Process
- Property Description
- Highest and Best Use Analysis
- Appraisal Math and Statistics
- Sales Comparison Approach
- Site Value
- Cost Approach
- Income Approach
- Valuation of Partial Interests
- Appraisal Standards and Ethics
- Narrative Report Writing

Continuing Education Topics

- Ad Valorem Taxation
- Arbitration
- Business Courses Related to Practice of Real Estate Appraisal
- Construction Estimating
- Ethics and Standards of Professional Practice
- Land Use Planning, Zoning, Taxation
- Management, Leasing, Brokerage, Timesharing
- Property Development
- Real Estate Appraisal
- Real Estate Law
- Real Estate Litigation
- Real Estate Financing and Investment
- Real Estate Appraisal Related Computer Applications
- Real Estate Securities and Syndication
- Real Property Exchange

Annual Membership Dues: \$100 (referred to as a maintenance fee by RAA). (Required to maintain membership.)

Application and Application Fee: Download application from www.realtor.org/appsourc.nsf/pages/designationinformation. Application fee is \$100 (which includes a non-refundable processing fee of \$25), plus the quarterly prorated amount of the \$100 annual membership fee as listed below:

First Quarter (January - March): \$100

Second Quarter (April - June): \$75

Third Quarter (July - September): \$50

Fourth Quarter (October - December): \$25

Continuing Education Credit: Contact course provider.

Course Information: Contact NARappraisal, 430 North. Michigan Ave., Chicago, IL 60611-4087

Estimated Cost of Course: Varies, depending on the course and course provider.

Exam: Courses used to satisfy the education requirement for the designation must be tested education and the student must pass the exam.

Self-Study/Online Option Available: Contact NARappraisal, 430 North. Michigan Ave., Chicago, IL 60611-4087 for a list of schools that offer self-study courses.

Years to Complete Designation: Varies, depending on courses and course provider. **However**, the 1000 hours of experience required for the designation must be completed **after** state certification is completed.



RSPS certificate holders will receive the following:

- *Listing in Online Referral Networking Directory on REALTOR.org*
- *Self-Promotion Materials (initial press release, logo files, etc.)*
- *Advanced access to Data & Research*
- *Special National Networking Opportunities*

In addition to these services, RSPS will be recognized as an official NAR certification allowing consumers (buyers and sellers) a level of confidence in the ability of an RSPS to assist them with their resort and second-home sale or search.

Resort and Second Home Property Specialist (RSPS)

Resort and Second Home Property Specialist

430 N. Michigan Avenue
Chicago, IL 60611
(312) 329-8393
Fax (312) 329-8632
www.realtor.org/resort
resort@realtors.org



Resort & Second-Home Property Specialist (RSPS) is the only Resort and Second-home Certification endorsed by the National Association of REALTORS®.

RSPS certification is for those REALTORS® in resort and second-home markets around the world who wish to distinguish themselves amongst their peers and amongst consumers. NAR currently defines a REALTOR® specializing in resort & second-home markets as “a real estate practitioner who facilitates the buying, selling, or management of properties for investment, development, retirement, or second homes in a resort, recreational and/or vacation destination.”

RSPS Designation Requirements

RSPS certification is an education-based program with two (2) core courses and two (2) electives required to earn the certification. There are no experience requirements. Membership in good standing with the National Association of REALTORS® is required to earn and maintain certification.

Core Courses

- 1) NAR Resort & Second Home Markets Course – 2 Days or Online
- 2) RLI Tax-Deferred (1031) Exchange Course – 2 Days or Online

Option 1 Electives (choice of any two of the following):

- IREM 101 Introduction to Managing Residential Properties - 1 Day
- IREM 102 Introduction to Managing Small Business Properties - 1 Day
- IREM01 Introduction to Real Estate Estate Management - Online
- WCR Networking and Referral Systems Course - 1 Day
- CRS 204 Creating Wealth Through Residential Real Estate Investments – 2 Days
- CRB Generational Marketing - Home Study CD Only
- CCIM Introduction to Commercial Investment Real Estate Analysis - 2 Day or Home Study CD-ROM
- REBAC e-Buyer Course – 1 Day or Online
- SRES Senior Real Estate Specialist Course
- NAR Resort Symposium – (Cabo San Lucas ‘03, Cape Cod ‘04, Hawaii ‘06, Vail ‘07, Naples ‘09)
- Any CIPS Course (2 courses fulfill both electives)
- e-PRO® Certification
- NAR’s Green Designation Course

Option 2 Designation (hold one of the following designations)

- ABR®
- CIPS
- CPM
- CRR
- GREEN

Annual Membership Dues: There are no recurring dues in order to maintain the RSPS certification.

Application and Application Fee: Download application from <http://www.realtor.org/resorts/index.html>. There is a one-time application fee of \$195 to enroll in the RSPS certification program.

Continuing Education Credit: Contact course provider.

Course Information: Visit www.CourseCalendar.com.

Educational Costs: Applicants are responsible for paying for all RSPS educational requirements

Exam: None

Self-Study/Online Option Available: Yes, please visit the following website for details www.realtor.org/resort

Years to Complete Designation: Applicants would need a maximum of 6 to 8 days depending on their choice of elective courses. It could take 6 to 12 months to complete coursework depending on the frequency of course offerings. No time limit is imposed.

Designed for real estate professionals at all experience levels, the National Association of REALTORS® (NAR) Short Sales and Foreclosure Resource certification, or SFR for short, gives you a framework for understanding how to:



- *Direct distressed sellers to finance, tax, and legal professionals*
- *Qualify sellers for short sales*
- *Develop a short-sale package*
- *Negotiate with lenders*
- *Tap into buyer demand*
- *Safeguard your commission*
- *Limit risk*
- *Protect buyers*

As many agents can attest, your ability to close short sales and foreclosures depends in part on your confidence in seeing these transactions through. Begin building your confidence today with SFR!

Short Sales and Foreclosure Resource Certification (SFR)



National Association of REALTORS®

430 N. Michigan Avenue

Chicago, IL 60611

(877) 510-7855

Fax (312) 329-8232

www.realtorsfr.org

SFR@realtors.org

For many real estate professionals, short sales and foreclosures are the new “traditional” real estate transaction. Knowing how to help sellers maneuver the complexities of short sales as well as help buyers pursue short sale and foreclosure opportunities are not merely good skills to have in today’s market—they are critical. And while short sales and foreclosures are not for the faint of heart, agents with the proper tools and training can use these specialty areas to build their business for the long term.

Designed for real estate professionals at all experience levels, the National Association of REALTORS® (NAR) Short Sales and Foreclosure Resource certification, or SFR for short, gives you a framework for understanding how to:

- Direct distressed sellers to finance, tax, and legal professionals
- Qualify sellers for short sales
- Develop a short-sale package
- Negotiate with lenders
- Tap into buyer demand
- Safeguard your commission
- Limit risk
- Protect buyers

As many agents can attest, your ability to close short sales and foreclosures depends in part on your confidence in seeing these transactions through. Begin building your confidence today with SFR!

The path to pursuing the SFR certification is straightforward. Follow these four steps:

1. Be a member in good standing of the National Association of REALTORS®
2. Complete a qualifying core course. Choose ONE of the following:
 - REBAC's Short Sales and Foreclosures Course
 - CRS 111: Short Sales and Foreclosures: Protecting Your Clients' Interests
3. View three 1-hour Webinars available free of charge.
 - Visit www.realtorsfr.org to find a list and links to the webinar options.
4. Submit application to SFR@realtors.org

Annual Membership Dues: No, there are no recurring dues in order to maintain the SFR certification.

Application and Application Fee: The application form is available at <http://www.realtorsfr.org>. All requirements must be completed before submitting the application. The application fee is \$175.

Continuing Education Credit: None

Course Information: Please visit www.wra.org for scheduling on both classes. For additional offerings, please visit www.CourseCalendar.com for the Foreclosures and Short Sales: What Buyer's Representatives Need to Know course or www.crs.com for the Short Sales and Foreclosures: Protecting Your Clients' Interests course.

Educational Costs: The price of classroom courses varies as prices are established by approved REBAC and CRS providers.

Exam: Yes

Self-Study/Online Option Available: Yes, please visit the following web site for details www.learninglibrary.com/RealtorUniversity or www.crs.com

Years to Complete Designation: None



Expect more.

*The numbers
speak for
themselves:*

Transaction dollar amount:

Last year, SIOR members reported an average per person dollar volume of US\$33.5 million. Cumulative dollar volume for all SIOR members was US\$85.6 billion.

Transactions closed:

As a group, SIOR members closed 82,747 transactions last year. This equates to approximately 32.45 transactions per member.

Space leased or sold:

SIOR members leased or sold an average of 1 million square feet per person last year. Cumulatively, they leased or sold 2.7 billion square feet of space.

**SOCIETY OF INDUSTRIAL AND
OFFICE REALTORS®**



**SOCIETY OF INDUSTRIAL AND
OFFICE REALTORS®**
1201 New York Ave., NW, Ste. 350
Washington, DC 20005-6126
(202) 449-8200
Fax (202) 216-9325
www.sior.com
admin@sior.com

The SOCIETY OF INDUSTRIAL AND OFFICE REALTORS® is the leading professional commercial and industrial real estate association. With more than 3,300 members in 560 cities in 22 countries, SIOR represents today's most knowledgeable, experienced, and successful commercial real estate brokerage specialists.

SIOR has certified more than 2,800 of its members with the prestigious SIOR designation, a professional symbol of the highest level of knowledge, production, and ethics in the real estate industry. Real estate professionals who have earned the SIOR designation are recognized by corporate real estate executives, commercial real estate brokers and agents, lenders, and other real estate professionals as the most experienced and capable practitioners in any market.

A professional affiliate of the National Association of REALTORS®, SIOR is dedicated to the practice and maintenance of the highest professional and ethical standards. SIOR maintains a commitment to business and industry by providing outstanding professional services, publications, and educational programs.

SIOR Designation Requirements

1. Five years of documentable industrial or office real estate brokerage experience and actively engaged as an industrial or office real estate broker or salesperson.
2. Maintain a minimum Gross Fee Income of sales per year in accordance with the standards set by the local chapters. Applicants have to submit a Gross Fee Income affidavit for a minimum period of 36 months out of the most recent 48 month period. See www.sior.com for details.
3. Uphold high ethical standards of practice and have a reputation for sincerity and integrity and pledge to uphold SIOR's Code of Ethical Principles and Standards of Professional Practice.
4. Complete three required courses and three elective courses based on the following guidelines:
 - Take and pass Ethics, Construction, and Understanding the Lease Agreement (mandatory courses)
 - Provide documentation of passing any of the following educational programs to complete the three elective courses
 - SIOR Elective Topics (1 elective course each)
 - CCIM Designation (3 elective courses) - CCIM 101-104 (1 elective each)
 - CPM Designation (2 electives)
 - RPA Designation (2 electives) - RICS Designation (exempt from all education)
 - FRI Designation (2 electives)
 - Graduate Degree in Real Estate, Business of Law (2 electives)

OR

Take the SIOR Comprehensive Entrance Exam. Details can be found at www.sior.com

5. Provide formal recommendations from two SIOR designees.

Annual Membership Dues: \$1050 plus a one-time new member initiation fee of \$725. (Required to maintain membership.)

Application and Application Fee: Applications can be downloaded at www.sior.com; choose “Membership,” click on “Application Information.” Applications are reviewed on a rolling basis and typically take two to four months to process. Application fee is \$125.

Continuing Education Credit: Contact course provider.

Course Information: Visit www.sior.com, choose “Education.”

Estimated Cost of Course: Contact course provider.

Exam: \$1200 entrance exam

Years to Complete Designation: SIOR requires a minimum of five years of documentable industrial or office real estate brokerage experience. (See Designation Requirements.)



The Appraisal Institute

Well respected.

Well worth it.

Well...what are you waiting for?

As the leading professional membership organization for real estate appraisers, the Appraisal Institute provides many useful benefits and resources for its members. These include a variety of tools to help promote your business, network with other professionals and enrich your knowledge base. From online forums and publications to products and services from recognized organizations and providers, the Appraisal Institute strives to service the professional needs of all its members.

SRA**Appraisal Institute**

550 West Van Buren Street
 Suite 1000
 Chicago, IL 60607
 312-335-4100
www.appraisalinstitute.org

**Designated Member Service Center**

Phone: 312-335-4415 **Fax:** 312-335-4415

E-Mail: designated@appraisalinstitute.org

Associate, Affiliate & Prospective Member Service Center

Phone: 312-335-4111 **Fax:** 312-335-4146

E-Mail: associate@appraisalinstitute.org

The Appraisal Institute is a global membership association of professional real estate appraisers, with nearly 26,000 members and 91 chapters throughout the world. Its mission is to advance professionalism and ethics, global standards, methodologies, and practices through the professional development of property economics worldwide. Organized in 1932, the Appraisal Institute advocates equal opportunity and nondiscrimination in the appraisal profession and conducts its activities in accordance with applicable federal, state and local laws. Members of the Appraisal Institute benefit from an array of professional education and advocacy programs, and may hold the prestigious MAI, SRPA and SRA designations.

The Appraisal Institute is the acknowledged worldwide leader in residential and commercial real estate appraisal education, research, publishing and professional membership designation programs. Its extensive curriculum of courses and specialty seminars provides a well-rounded education in valuation methodology for both the novice and seasoned practitioner.

Membership is open to appraisal practitioners as well as to individuals from allied fields. Designated members may hold the MAI, SRPA or SRA membership designation. Currently, the Appraisal Institute confers one general (commercial) designation, the MAI, and one residential designation, the SRA. The Associate member category is for individuals who engage in activity governed by the Uniform Standards of Professional Appraisal Practice. Affiliate membership is open to individuals who are not performing USPAP-related work but wish to be allied with the Appraisal Institute such as bankers, attorneys, and government agency representatives.

Appraisal Institute designated members have met rigorous requirements relating to education, testing, experience and demonstration of knowledge, understanding and ability. Most designated members hold one or more designations.

SRA Designation Requirements

The SRA professional membership designation is held by real estate solutions providers who are experienced in the analysis and valuation of residential real property. An SRA must receive a passing grade on eleven (11) examinations that test the appraiser's knowledge of appraisal principles, residential valuation techniques, report writing and standards of professional practice. In addition, an SRA must hold an Associate degree from an accredited educational institution (or satisfy a specified alternative).

Standards of Professional Practice (SPP)

Designated members must pass the 15-hour National USPAP Course/Exam (previously called 410) and the Appraisal Institute's Business Practices and Ethics Course/Exam (8 hours) (previously called 420).

Courses (Total number of hours for Education must be at least 200 hours.)

- Basic Appraisal Principles (30 hrs)
- Basic Appraisal Procedures (30 hrs)
- Residential Market Analysis and Highest & Best Use (15 hrs)
- Residential Appraiser Site Valuation and Cost Approach (15 hrs)
- Residential Sales Comparison and Income Approaches (30 hrs)
- Residential Report Writing and Case Studies (15 hrs)
- Advanced Residential Applications and Case Studies/Part 1 (15 hrs)
- Real Estate Finance, Statistics, Valuation Modeling (15 hrs)

The total number of hours for Education MUST be at least 200 hours. Suggested course to complete education hours: Advanced Residential Report Writing/Part 2 (30 hours).

Degree Requirement

Associate Degree or higher OR successfully pass the following from an accredited college: English Composition; Principles of Economics (Micro or Macro); Finance; Algebra, Geometry or higher mathematics; Statistics; Introduction to Computers - Word processing/spreadsheets; and Business or Real Estate Law. Course hours must total at least 21 semester credit hours.

Certified Exam

The residential associate member must pass the AQB approved Certified Residential Real Property Appraiser Examination.

Demonstration Report

Residential Demonstration Appraisal Report (narrative), Modular Demonstration of Knowledge, Residential Demonstration Report 45-Hour Package (which includes, Advanced Residential Applications and Case Studies/Part 1 and Advanced Residential Report Writing/Part 2), or General Demonstration Appraisal Report (not the research project or three appraisal report alternatives.)

Appraisal Experience

3,000 hours of Residential Appraisal Experience (must cover at least 24-months.) Advisory Review: OPTIONAL.

Annual Membership Dues: Visit www.appraisalinstitute.org for information.

Application and Application Fee: Visit www.appraisalinstitute.org for information.

Continuing Education Credit: Contact course provider.

Course Information: For information regarding Appraisal Institute classes, please contact the Appraisal Institute at 312-335-4100 or access the Appraisal Institute's website at www.appraisalinstitute.org

Estimated Cost of Course: Contact course provider.

Exam: Exam after each course.

Self-Study/Online Option Available: For classes available online through the Appraisal Institute, please visit www.appraisalinstitute.org.

Years to Complete Designation: Based on experience.



This education-based designation addresses the fastest growing market in real estate. And the networking benefit, across North America, may be the single best reason to get connected right now.

Why are 50-plus clients moving? To be closer to grandchildren. To start that vineyard they've always dreamed of. To address health concerns.

The list goes on and on. Can you speak to the unique motivation they have? Do you know how to counsel your client on their options? This is the kind of distinction that can set you apart. You can be the hero.

SENIORS REAL ESTATE SPECIALIST (SRES®)



SRES® Council

National Association of REALTORS®

430 N. Michigan Ave.

Chicago, IL 60611

Toll Free: 1-800-500-4564

Fax: 1-312-329-8232

sres@realtors.org

Visit our website at www.sres.org

Where the future takes shape

What is the Seniors Real Estate Specialist (SRES®) Designation?

SRES® is the only designation and marketing program specifically designed to serve senior property owners. SRES® designees demonstrate requisite knowledge and expertise to counsel senior clients through the major financial and lifestyle transitions involved in relocation, refinancing, or selling a home.

What is the Seniors Real Estate Specialist Council (SRES®)?

The National Association of REALTORS'® Seniors Real Estate Specialist Council is the largest and most comprehensive seniors program in the real estate industry. SRES® promotes member success by providing high quality training and tools necessary to position the SRES® designee as the trusted real estate resource for the senior market.

SRES® Designation Program

The Seniors Real Estate Specialist Council offers two delivery options for the 12 hours of training: the traditional Two-Day Live Lecture (courses can be searched by state at coursecalendar.com) and the New Online Course offered through REALTOR® University (link posted at www.seniorsrealestate.com and click on the perspective member tab).

SRES® Designation Requirements

Requirements to receive the SRES® designation:

Three requirements must be met to attain and use the SRES® designation:

1. Successful completion of a live or online two-day SRES® Designation course, including an 80% passing grade on the exam.
2. Maintain active membership in the National Association of REALTORS®.
3. Maintain an active membership in the SRES® Council.

The first year of membership in the SRES® Council is included with the SRES® designation course fee. However, every year thereafter will require payment of annual dues of \$99.

Through completion of the SRES® Designation Program, a REALTOR® will:

- Learn distinguishing characteristics and trends of the 50+ market so that you can discern them in your own market area.
- Evaluate your market area attractiveness to the 50+ market
- Master the vocabulary of the range of housing options for the 50+ market.
- Learn the application of federal laws for Housing for Older Persons Act (HOPA).
- Develop business building outreach methods for communicating and gaining 50+ market share.
- Adapt methods for counseling the 50+ buyer and sellers.
- Stay focused on the transaction and avoid inappropriate involvement in family matters.
- Develop sensitivities to 50+ issues and priorities when counseling buyers and sellers, showing properties, and managing transactions.
- Develop services that win and sustain client and customer relationships and position you as a trusted real estate advisor.
- Assemble a team of experts to help you serve 50+ clients and customers.
- Learn about the uses, benefits, procedures, and issues involved in reverse mortgages.
- Learn about uses of pensions, 401k accounts, and IRAs in real estate transactions.
- Gain an understanding of how Medicare, Medicaid, and Social Security impact 50+ real estate decisions.
- Recognize mortgage finance and loan schemes and scams that victimize 50+ borrowers.
- Identify key life stages, viewpoints, and transitions in relation to housing choices.
- Recognize how a home can be adapted for safety, comfort, and aging in place.
- Help clients integrate disposition of real property into estate plans.

Key Benefits of Earning the SRES® Designation

- Newsletter and monthly member email updates
- Customizable marketing materials
- Hot topics (i.e. articles, trends, legal and financial information)
- Bio page that can be updated (personalized page that clients can view)
- Online networking forum
- Links to additional resources including AARP, the US Census and the National Association of Reverse Mortgages
- Research. The SRES® Council provides the following surveys: ‘Moving Forward: 50 & Beyond Home Seller Survey’ and ‘Moving Forward: 50 & Beyond Home Buyer Survey’.
- Valuable Senior Resources through SRES® Business Partners
- Educational webinars on current topics in the 50+ market

Annual Membership Dues: \$99 (The first year of membership in the SRES Council is waived. Annual membership dues are required to maintain membership and designation.)

Course Options, Locations and Registration Information: Two-Day Live Lecture courses are posted and updated weekly at www.coursecalendar.com. Information for the Online Course is available at www.seniorsrealstate.com. For more information, contact the SRES® Council at 800.500.4564.

Continuing Education Credit: Contact course provider.

Course Information: Visit www.seniorrealstate.com

Estimated Cost of Course: Contact course provider.

Exam: Yes, multiple choice final exam; passing is 80 percent or better.

Years to Complete Designation: Two-Day Live Lecture: successful completion of the twelve-hour, two-day course. The Online Course allows up to six months for course completion. Upon successfully passing the final exam, students will have earned the designation.



AAR offers state approved
CE online...
and it's **so EASY** it's
worth getting excited!

Catalog Includes:

- » Arizona Commissioner's Standards (Commissioner's Standards)
- » Arizona Disclosures (Disclosures)
- » Arizona Residential and Land Contracts (Contract Law)
- » Basics of Real Estate Taxation
- » Breaking Barriers - Fair Housing
- » Cracking the Code of Ethics
- » Diversity: Your Kaleidoscope of Clients
- » Foreclosures Demystified
- » Foundations of Real Estate Finance
- » From Contract to Keys: The Mortgage Process
- » Going Green: The Environmental Movement in Real Estate
- » Keeping it Honest: Understanding Real Estate and Mortgage Fraud
- » Navigating Arizona Agency (Agency Law)
- » Real Estate Appraisal for Agents
- » Real Estate Technology: The Professional's Guide to Success
- » Selling to Your Sphere of Influence
- » Title & Escrow: Two Families, One Transaction

Courses starting as low as \$25.

Full 24 hour CE requirement bundles available.



to enroll visit:
www.aaronline.com/education

Online Classes, Podcasts & Webinars

Keep up to date with issues facing you in today's market through our podcasts and webinars. When you are looking to renew your license and want to take classes that fit into your schedule, consider online license renewal classes.

Online License Renewal Education:

- State approved online continuing education courses with instant certificates upon completion: <http://www.aaronline.com/documents/OnlineEdu.aspx>
- REALTOR University: Find online courses for continuing education, professional development and designation certificates. <http://www.learninglibrary.com/RealtorUniversity/indexnew.aspx>
- Ethics Quadrennial Training Class: <http://www.realtor.org/mempolweb.nsf/pages/onlineethicstraining>

Podcasts & Webinars:

- AAR Webinars: <http://www.aaronline.com/Webinars/Recorded.aspx>
- NAR Webinars: <http://www.realtor.org/rmohome/webinars>
- AAR Podcasts: <http://www.aaronline.com/PodCast/Default.aspx>
- NAR President's Podcasts: http://www.realtor.org/about_nar/presidents_report/podcast_summaries
- NAR Information Central Podcasts: http://www.realtor.org/library/virtual_library/podcasts
- NAR Self Assessment Quizzes: <http://www.realtor.org/moquiz2.nsf/QuizHomePage?OpenForm>