



REALTORS® PROFESSIONAL DESIGNATIONS

Most property transactions are complex procedures, requiring the knowledge and expertise of a real estate professional. Often times the assistance of a real estate professional that is specially trained in a specific aspect of the business is needed. The next time you are in need of a REALTOR® be sure to consider selecting a professional with advanced training to meet your unique needs.

The following are brief summaries of the professional designations most relevant to home buyers and sellers.



The Accredited Buyer Representative (ABR)

A buyer's agent represents the buyer in a real estate transaction for a fee; just as a seller's agent is hired to obtain the price and sale terms sought by the seller. The ABR is the only nationally recognized designation for buyer's agents and is offered by the NAR's Real Estate Buyer's Agent Council.



Accredited Land Consultant (ALC)

These Realtors specialize in the sale of subdivision developments, urban and investment lands farms and ranches. The ALC takes approximately two years to earn and is offered by NAR's Realtors Land Institute.



Certified Commercial Investment Member (CCIM)

CCIMs are recognized experts in commercial real estate brokerage, leasing, asset management, and valuation and investment analysis. The CCIM designation is offered by the Commercial Investment Real Estate Institute.



Certified International Property Specialist (CIPS)

Realtors who hold the CIPS designation have been involved in a number of international real estate transactions. The CIPS designation is offered by NAR's International Section.



Certified Property Manger (CPM)

Realtors who earn the CPM are property management specialists who have successfully completed intensive training in a variety of property management skills and situations. The CPM is offered by the Institute of Real Estate Management.



Certified Real Estate Brokerage Manager (CRB)

The CRB designation is recognized in the real estate profession as the symbol of management excellence and is awarded to brokerage owners and managers. The CRB designation is offered by the Real Estate Brokerage Manager's Council.



Certified Residential Specialist (CRS)

Residential salespeople who hold the CRS designation specialize in listing properties, selling, and investing, as well as mortgage financing and computer applications. The CRS designation is offered by the Residential Sales Council.



Counselor of Real Estate (CRE)

Real estate professionals who hold the CRE designation provide objective real estate advice to investors, builders and financial institutions. The designation is awarded to all members of The Counselors of Real Estate, an NAR affiliate that offers membership by invitation only, on either a self-initiated or sponsored basis. Members include practitioners of prominent real estate, financial, legal and accounting firms, as well as government and academic leaders.



General Accredited Appraiser (GAA) **Residential Accredited Appraiser (RAA)**

Members who hold these accreditations are state certified appraisers and must meet a specific number of hours of experience and education that exceed the state requirements.



Graduate, Realtor Institute (GRI)

The GRI designation is a mark of distinction that earns a Realtor the respect and confidence from their peers and the general public. The GRI designation is offered by the NAR.



Society of Industrial and Office Realtors (SIOR)

The SIOR designation recognizes a specialization in commercial real estate. To earn the designation, members must complete two educational courses, provide five years of documented, full-time work experience and meet a specific dollar-volume in sales and number of transactions annually, as set by the local SIOR chapter. The SIOR is offered by the Society of Industrial and Office Realtors.



e-Pro Certification

Real estate professionals who earn the e-PRO certification have learned the necessary skills and behaviors to successfully make a smooth transition into the age of the Internet powered consumer. Realtors who earn the e-PRO Certification are required to comply with stringent online behavior guidelines and will need to re-certify periodically to maintain the certification.