

The ABCs Of REALTOR® Designations

Have you ever noticed all those fancy letters behind REALTOR®'s names? What do they mean? Are they important? Let's learn the alphabet of REALTOR® "designations."

The National Association of REALTORS® endorses several designations that are awarded after completing approved programs of study. Designation programs help REALTORS® master specific areas of practice.

Earning any designation takes commitment, time, and money and allows the REALTOR® to keep up with the newest trends and ideas. Those letters behind a REALTOR®'s name help to establish credibility.

Types Of Designations

REALTORS® earn designations for different reasons. Let's take a look at the significance of some of the designations and the meaning behind all of those letters:

ABR (Accredited Buyer Representative). Offered by the Real Estate Buyer's Agent Council at 800-648-6224, the ABR focuses on buyer agency education. Note: the ABRM (Accredited Buyer Representative Manager) is offered by REBAC for real estate firm brokers, owners, and managers.

CCIM (Certified Commercial Investment Member). CCIMs are recognized experts in commercial real estate brokerage, leasing, asset management valuation, and investment analysis. The designation is offered by the Commercial Investment Real Estate Institute, 800-621-7027.

C-CREC (Consumer-Certified Real Estate Consultant). This designation is offered by NAREC 1 866-260-7374. C-CREC designation is the first international designation focused on results-oriented skills required by consumers. The role of today's real estate agent is becoming one of expertise and knowledge - that of a Real Estate Consultant.

CIPS (Certified International Property Specialist). CIPS designees learn to work with buyers and sellers from different countries and cultures. The designation is offered by NAR, 800-354-2831.

CRB (Certified Real Estate Brokerage Manager). The CRB program trains brokerage owners and managers to meet personal and professional challenges. It is offered by the Real Estate Brokerage Managers Council, 800-621-8738.

CRS (Certified Residential Specialist). CRS designees complete advanced study in residential listing and selling to meet established production levels. The CRS is the designation of the Council of Residential Specialists, 800-462-8841.

E-Pro (Internet Professionals). The E-Pro designation is specifically designed to keep you on top of changes and help you thrive in the exciting and rewarding world of online real estate. Endorsed by NAR 800 874-6500.

GRI (Graduate, REALTOR® Institute). The REALTOR® Institute of Virginia, 800-755-8271, provides residential real estate professionals with a solid base of information for their practice.

LTG (Leadership Training Graduate). Offered by the Women's Council of REALTORS®, 800-245-8512, the LTG designation focuses on career improvement and individual goal attainment. Designees are professionals who excel in leadership at all stages of their career.

SIOR (Society of Industrial and Office REALTORS®). The designation offered by SIOR, 202-737-8763, is for top producers in the areas of industrial and office real estate brokerage.

SRES (Seniors Real Estate Specialist). The designation of offered by SRES 1 800-500-4564. The designation focuses on the fastest growing segment of property owners, the senior citizen population.

REALTORS® Keep Learning!

Our world today is moving at such a fast pace. New technology and information arrive every day. To be true professionals, REALTORS® have to know what's out there and what takes place in the industry.