



# BUILD A REAL ESTATE CAREER THAT STANDS OUT: THE POWER OF PROFESSIONAL DESIGNATIONS AND CERTIFICATIONS

These nationally recognized designations and certifications demonstrate exceptional skill and commitment to the industry and are awarded by esteemed organizations, the **National Association of REALTORS® (NAR)** and the **Real Estate Business Institute® (REBI)**. These educational opportunities are accessible to agents across all 50 states.

## BUYER REP (ABR)



2 Designation and Certification Program

~~\$369~~ ~~\$389~~  
**Save \$20**

### What You'll Learn

- Represent Buyers with Confidence and Integrity
- Conduct Effective Buyer Consultations
- Navigate Agency Relationships and Fiduciary Duties
- Guide Clients Smoothly Through the Purchase Process

### Program Includes

- 23 Hours of CE\*
- Accredited Buyer's Representative (ABR)
- + **Choose One 8 Hour Elective:**
  - Military Relocation Professional (MRP)
  - New Home Construction (NHC)
  - Home Finance Resource (HFR)
  - Pricing Strategies: Mastering the CMA (PSA)
  - Marketing Strategy & Lead Generation (MSLG)

## SELLER REP (SRS)



2 Designation and Certification Program

~~\$369~~ ~~\$389~~  
**Save \$20**

### What You'll Learn

- Attract and Convert Seller Clients
- Perform Accurate Comparative Market Analyses (CMA)
- Price Properties Strategically to Maximize Value
- Deliver Exceptional Listing Presentations

### Program Includes

- 23 Hours of CE\*
- Seller Representative Specialist (SRS)
- + **Choose One 8 Hour Elective:**
  - Home Finance Resource (HFR)
  - Military Relocation Professional (MRP)
  - Pricing Strategies: Mastering the CMA (PSA)

### Course Delivery Options

- Virtual Classroom

## MARKETING PRO



2 Certifications Program Plus More

~~\$427~~ ~~\$457~~  
**Save \$30**

### What You'll Learn

- Digital Marketing and Lead Generation Strategies
- Home Staging Fundamentals
- Brand Positioning and Client Attraction Systems
- Consistent Marketing Workflows

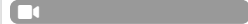
### Program Includes

- 16 Hours of CE\*
- Marketing Strategy & Lead Generation (MSLG)
- Certified Home Marketing Specialist (CHMS)
- 30-Days to Success Training Workbook

### Tuition Includes:

- CE Elective Credit
- All Hours Count Toward Broker Licensing
- First Year Membership
- Materials

## PREMIER AGENT



3 Designation and Certification Program

~~\$609~~ ~~\$639~~  
**Save \$30**

### What You'll Learn

- Negotiation Techniques for Stronger Client Advocacy
- Perform Accurate Comparative Market Analyses (CMA)
- Buyer or Seller Representation Excellence
- Competitive Positioning in the Marketplace

### Program Includes

- 38 Hours of CE\*
- Pricing Strategies: Mastering the CMA (PSA)
- Real Estate Negotiation Expert (RENE)
- + **Choose One 15 Hour Designation:**
  - Accredited Buyer's Representative (ABR)
  - Seller Representative Specialist (SRS)

## THE ELITE AGENT



5 Designation and Certification Program

~~\$942~~ ~~\$1017~~  
**Save \$75**

### What You'll Learn

- Advanced Marketing Systems
- New Construction Fundamentals and Property Knowledge
- Pricing Strategy Mastery
- High-Level Negotiation Skills

### Program Includes

- 54 Hours of CE\*
- Certified Home Marketing Specialist (CHMS)
- New Home Construction (NHC)
- Pricing Strategies: Mastering the CMA (PSA)
- Real Estate Negotiation Expert (RENE)
- + **Choose One 15 Hour Designation:**
  - Accredited Buyer's Representative (ABR)
  - Seller Representative Specialist (SRS)

## Ask a Course Counselor About Our 10 Course Designation Mastery Program!



## Because Your Clients Deserve Your Very Best

- ✓ Yes – More Credibility
- ✓ Yes – Stronger Knowledge and Confidence
- ✓ Yes – Better Performance = Higher Earning Potential
- ✓ Yes – Stronger Trust and Brand Positioning
- ✓ Yes – Long-Term Career Sustainability



ACCREDITED BUYER'S REPRESENTATIVE

Table with dates and times for ABR program: Mar 4-5, May 13-14, Jul 29-30, 8:30 AM - 4:45 PM, 09785-RECE | Tuition: \$250



Table with dates and times for NHC program: Feb 6, Apr 10, Jun 5, 8:30 AM - 5:15 PM, 09805-RECE | Tuition: \$139



Table with dates and times for MRP program: Mar 6, May 8, Jul 17, 8:30 AM - 5:15 PM, 09813-RECE | Tuition: \$139



PRICING STRATEGIES: MASTERING THE CMA

Table with dates and times for PSA program: Feb 20, Apr 17, Jun 26, 8:30 AM - 5:15 PM, 09800-RECE | Tuition: \$139



CERTIFIED HOME MARKETING SPECIALIST

Table with dates and times for chms program: Mar 12, May 27, Jul 1, 8:30 AM - 5:15 PM, 09738-RECE | Tuition: \$239



REAL ESTATE PROFESSIONAL ASSISTANT

Table with dates and times for REPA program: Feb 11-12, Apr 29-30, Jun 24-25, 8:30 AM - 4:45 PM, 09799-RECE | Tuition: \$250



SELLER REPRESENTATIVE SPECIALIST

Table with dates and times for SRS program: Mar 18-19, May 20-21, Jun 8-9, 8:30 AM - 4:45 PM, 09730-RECE | Tuition: \$250



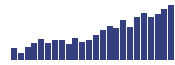
REAL ESTATE NEGOTIATION EXPERT

Table with dates and times for RENE program: Feb 25-26, Apr 15-16, Jun 17-18, 8:30 AM - 4:45 PM, 09775-RECE | Tuition: \$250



HOME FINANCE RESOURCE

Table with dates and times for HFR program: Mar 20, May 22, Jul 24, 8:30 AM - 5:15 PM, 09744-RECE | Tuition: \$139



MARKETING STRATEGY & LEAD GENERATION

Table with dates and times for marketing program: Mar 13, May 22, Jul 31, 8:30 AM - 5:15 PM, 09818-RECE | Tuition: \$139



SENIOR REAL ESTATE SPECIALIST

Table with dates and times for SRES program: Mar 25-26, May 6-7, Jul 1-2, 8:30 AM - 4:45 PM, 09747-RECE | Tuition: \$250



ACCREDITED LUXURY HOME SPECIALIST

Table with dates and times for ALHS program: Feb 25-26, Apr 9-10, 8:30 AM - 5:15 PM, 09832-RECE | Tuition: \$289



NATIONAL ASSOCIATION OF REALTORS® OFFICIAL DESIGNATION

Global Real Estate Opportunities Await!

This Designation will help agents unlock International opportunities, teaching them the skills and information needed to cater to diverse audiences such as investors, U.S. residents exploring new markets, and local clients eyeing overseas property.

The exclusive access to the CIPS Network, a community of 4,000+ real estate professionals across 50 countries, will establish the agent as a trusted guide for global market navigation.

WHY EARN YOUR CIPS DESIGNATION?

- Immediate access to business-enhancing products and services that are offered exclusively to CIPS designees
Use prestigious and internationally-recognized CIPS logo and brand
Invitations to exclusive events at NAR Meetings
Access to a private Facebook group for facilitating referral and knowledge exchange

Table for THE AMERICAS AND INT. REAL ESTATE with dates: Jan 9, Mar 27, Jun 19

Table for ASIA-PACIFIC AND INT. REAL ESTATE with dates: Jan 16, Apr 10, Jun 26

Table for EUROPE AND INT. REAL ESTATE with dates: Jan 23, Apr 17, Jul 10

Table for AFRICA AND INT. REAL ESTATE with dates: Jan 30, Apr 24, Jul 17

Table for GLOBAL REAL ESTATE: LOCAL MARKETS with dates: Mar 13, Jun 5

Table for GLOBAL REAL ESTATE: TRANSACTION TOOLS with dates: Mar 20, Jun 12

CIPS Program All 5 Courses. Price: \$725 to \$550. Save \$175! 40 CE Hours Total.

Individual CIPS Courses. Price: \$145. 8 CE Hours per course.

Designation Requirements: In order to receive the CIPS designation on your license, you must also meet these requirements: Complete 2 Core Courses; Complete 3 Elective Courses; Be an Active Member of NAR; Pay One-Time Application Fee of \$75; Assemble a minimum of 100 Points on the Application (form online); \$220 Annual Dues (prorated by quarter). Additional CE Hours: These courses are also eligible for TREC CE credit in Texas.

Scan Code To Enroll. Includes a QR code and a red arrow pointing to it.

Go to previous page (25) for prices and CE credit hours. \*Designation and Certification hours can be used as TREC CE credit in Texas.

CHAMPIONSLIVE. Fridays: 8:30 AM - 5:15 PM