

DESIGNATIONS & CERTIFICATIONS

Designations and Certifications are earned by top industry professionals who value continuing education in the spirit of continuous self improvement as a means to providing consumers and clients with the best service available.



**ACCREDITED
BUYER
REPRESENTATIVE**

Buying a home is a big decision and a personal one. You need the RIGHT PERSON to find a home that suits your needs.

So you've decided to buy a home.

Purchasing real estate is a complex and major transaction with many details to be handled. Depending on the laws in your state and the business arrangement **you** have with a licensed real estate agent, that agent may actually be negotiating for the *seller*, **not you the buyer**. The best way to be certain that an agent is working in your best interests is by signing a buyer representation agreement with an agent.

What is a Buyer Representative?

A real estate buyer's representative represents the buyer who is purchasing property in a real estate transaction. Research by the National Association of REALTORS has shown that when a buyer's representative is used, the prospective buyer found a home one week faster and examined three more properties than consumers who did not use a buyer's representative. The buyer's representative works for, and owes fiduciary responsibilities to, the real estate buyer and has buyer's best interests in mind throughout the entire real estate process. A buyer's representative will:

- ★ Evaluate the specific needs and wants of the buyer and locate properties that fit those specifications.
- ★ Assist the buyer in determining the amount that they can afford (pre-qualify), and show properties in that price range and locale.
- ★ Assist in viewing properties -- accompany the buyer on the showings, or preview the properties on behalf of the buyer to insure that the identified specifications are met.
- ★ Research the selected properties to identify any problems or issues to help the buyer make an informed decision prior to making an offer to purchase the property.
- ★ Advise the buyer on structuring an appropriate offer to purchase the selected property.
- ★ Present the offer to the seller's agent and the seller on the buyer's behalf.
- ★ Negotiate on behalf of the buyer to help obtain the identified property -- keeping the buyer's best interests in mind.
- ★ Assist in securing appropriate financing for the selected property.
- ★ Provide a list of potential qualified vendors (e.g. movers, attorneys, carpenters, etc.) if these services are needed.
- ★ Most importantly, fully-represent the buyer throughout the real estate transaction.

The Buyer Representation Agreement

It is important for the buyer to discuss the buyer's representative's compensation in the initial interview. In many cases it is recommended that the buyer and the buyer's representative agree to the terms of compensation prior to viewing properties, and sign a written agreement based on those terms. The agreement should spell out the responsibilities of both parties throughout the real estate process.

In some states, legislation has been enacted to protect the buyer to the point that, absent a written agreement, the buyer's representative represents the buyer throughout the real estate transaction. Consult your REALTOR for complete details when you begin the purchase process.

Why you should use an Accredited Buyer's Representative (ABR)

Why should you look for the ABR designation before looking for a home? These three letters after a REALTOR's name tell you that you will be working with buyer representative who is committed to your best interests. The ABR Designation is awarded by **REBAC** to those REALTORS who have met the specific educational and experiential criteria needed to provide the high level quality service required by REBAC (Real Estate BUYER'S AGENT Council).

About the Real Estate BUYER'S AGENT Council (REBAC)

The Real Estate BUYER'S AGENT Council, REBAC, 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. Members who meet all course and professional experiential requirements are awarded the ABR (Accredited Buyers Representative) and/or ABRMsm (Accredited Buyers Representative Manager) designation(s). Both are the only designations of their type recognized by NAR.

The ABR designation is geared towards agents who wish to enhance their buyer representation skills, and provides proof to prospective buyer-clients of their proficiency at servicing the special needs of buyers. The ABRMsm designation, on the other hand, is intended for owners, brokers and managers who have or intend to incorporate buyer representation into their company's service offerings.

Contact the Real Estate BUYERS AGENT Council:

Mail: 430 N. Michigan Ave, Chicago, IL 60611

Phone: 800-648-6224 or 312-329-8656

Fax: 312-329-8632

Email: rebac@realtors.org



Real estate professionals who have earned the ACRETM designation have completed a course of study and taken an exam that tests their ability to provide unbiased counsel to the consumer in matters that deal with real estate. It provides them the tools to offer different choices to the consumer based on a comprehensive needs analysis.

Accredited Consultants in Real EstateTM consult WITH their clients, not sell TO them. So, rather than hiring a salesperson whose sole focus tends to be "making the sale," a consultant's focus is to help their clients attain their goals, which may or may not involve a sale.

In addition, in order to be listed on the ACRETM website, members must continue to be coached by the founders of the ACRETM program, as well as work with all of the other ACRETM graduates from across the US and Canada, through the Graduate Coaching Exchange, thereby continuously increasing their knowledge and skills, and staying current with market shifts and trends.

If consumers need an experienced professional to handle the fiduciary responsibilities of a home sale, such as, qualifying the buyer, dealing with various disclosures, and/or supporting them in the negotiations, they can obtain these vital services from an ACRETM member, through an hourly fee without having to complete a transaction or pay a commission.

The bottom line is, the essence of real estate consulting is the ability to provide choices to consumers. The essence of the ACRETM designation is real estate consultants who provide choices to their clients and who stay current with market trends and shifts through a dynamic network of other ACRETM members through the Graduate Coaching Program.



**CERTIFIED
RELOCATION
PROFESSIONAL**

This professional designation is supported and endorsed by the ERC (Employee Relocation Counsel), the nationally recognized trade association of the relocation industry with current membership of over 10,000 people from corporations and other organizations involved in relocation domestically and internationally, as well as firms that provide relocation services.

This professional designation is one that has been obtained by less than 1% of all Realtors nationwide. Its benefits are self-evident. Ongoing training that includes continuing education requirements exceeding those of the State of Illinois, make CRP Designees a sought-after group for assisting one of the highest quality of buyers in the market today, the transferring professional or new corporate hire.



**CERTIFIED
RESIDENTIAL
SPECIALIST**

Ethics

To earn the Certified Residential Specialist (CRS) designation, every Realtor® must have significant experience and demonstrate volume of real estate transactions or gross sales, as well as complete rigorous educational requirements.

Focus on Home Buying and Selling

Every CRS designee is required to maintain membership in the National Association of Realtors® and to abide by its strict Code of Ethics.

Technology Expertise

The training available to CRS designees includes a strong focus on technology and its applications in the real estate business.

The Top 4 Percent

Only 4 percent of all licensed Realtors® are Certified Residential Specialists.

Median Income Much Higher*

The typical CRS designee earns an average income of \$113,102 nearly three times that of a Realtor® who is a typical sales agent. On average, CRS designees each

closed 45 transactions in a 12-month period.

*Source: Council of Residential Specialists' 2001 Member Survey

Mission Statement & History

The Council of Residential Specialists is the largest not-for-profit affiliate of the NATIONAL ASSOCIATION OF REALTORS®, with its headquarters in Chicago, Ill. It is composed of nearly 40,000 Certified Residential Specialists (CRS) Designees and Candidates/General Members.

The association was created to attract and retain those REALTORS® seeking the knowledge, tools and relationship-building opportunities needed to maximize their income and professionalism in residential real estate.



Choose a REALTOR® that is e-PRO® Certified

The Internet has added a new dimension to the real estate world. Now you can be assured that the REALTOR® you choose will have the knowledge and skills to put the power of the Internet behind your real estate transaction.

All REALTOR e-PRO® Internet Professionals are REALTORS® who completed a rigorous certification program endorsed by the prestigious NATIONAL ASSOCIATION OF REALTORS® (NAR). Real estate agents and brokers who have earned REALTOR e-PRO® Certification are Internet Professionals who have completed extensive training using the Web. REALTOR e-PRO® Certification means the real estate professional is prepared to employ the latest techniques and services for your benefit, just like you've grown to expect from a professional.

Life can be a little easier.

Save time and irritation. Work with a REALTOR e-PRO® Certified real estate professional who provides both buyers and sellers with high quality, timely information using the resources of the Internet. REALTOR e-PRO® Internet Professionals maximize your ability to leverage the enormous power of the Internet when you are buying and selling property.

Working with the best pays off.

Save money. REALTOR e-PRO® Internet Professionals can help you take advantage of the latest Internet innovations resulting in considerable savings and speed whether you are a buyer or a seller of property. Work with someone who is ready, willing, and very capable. Your REALTOR e-PRO® Certified real estate professional has already proven that he or she is prepared to respond to the new market place. REALTOR e-PRO® Internet Professionals are committed to being more responsive, understand that you are the boss, and will completely respect and guard your privacy.

Rest easy...

REALTOR e-PRO® Internet Professionals can offer you the peace of mind that comes from knowing you have chosen to work with a REALTOR® committed to using the Internet with skill, integrity, and professionalism.

Work with a professional who has made the extra commitment. Choose a REALTOR e-PRO®.

When is a Real Estate Professional a REALTOR®?

When they are a member of the NATIONAL ASSOCIATION OF REALTORS®. The Voice for Real Estate® -- the world's largest professional association.

The term REALTOR® is a registered collective membership mark that identifies a real estate professional who is a member of the NATIONAL ASSOCIATION OF REALTORS® and subscribes to its strict Code of Ethics.

Founded in 1908, NAR has grown from its original nucleus of 120 to today's 1,000,000+ members. NAR is composed of REALTORS® who are involved in residential and commercial real estate as brokers, salespeople, property managers, appraisers, counselors and others engaged in all aspects of the real estate industry. Members belong to one or more of some 1,700 local associations/boards and 54 state and territory associations of REALTORS®. They can join one of our many institutes, societies and councils. Additionally, NAR offers members the opportunity to be active in our appraisal and international real estate specialty sections. REALTORS® are pledged to a strict Code of Ethics and Standards of Practice. Working for America's property owners, the NAR provides a facility for professional development, research and exchange of information among its members and to the public and government for the purpose of preserving the free enterprise system and the right to own real property.



**GRADUATE OF THE
REAL ESTATE
INSTITUTE**

Why Choose a REALTOR® With a GRI designation?

Buying property is a complex and stressful task. In fact, it's often the biggest single investment you will make in your lifetime. At the same time, real estate transactions have become increasingly complicated.

New technology, laws, procedures and the increasing sophistication of buyers and sellers require real estate practitioners to perform at an ever-increasing level of professionalism.

So it's more important than ever that you work with an agent who has a keen

understanding of the real estate business. The GRI program has helped the best and the brightest in the industry achieve that level of understanding.

GRI s are:

- ★ Nationally recognized as top performers in the real estate industry.
- ★ Professionally trained.
- ★ Knowledgeable.

Dedicated to bringing you quality service

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? Visit realtor.org for more information



**SENIORS REAL
ESTATE
SPECIALIST**

Seniors Real Estate Specialists® are REALTORS® qualified to meet the special needs and concerns of maturing Americans. A national program since 1998, The Senior Advantage Real Estate Council® (SAREC®) offers a specific designation, SRES®, to identify those members who have successfully completed its education program along with other prerequisites.

By earning the SRES® designation, your REALTOR® has demonstrated necessary knowledge and expertise to counsel senior clients through major financial and lifestyle transitions involved in relocating, refinancing, or selling the family home. Your REALTOR® has received special training, gets regular updates, and is prepared to offer the options and information needed in making life changing decisions.



MEMBER

**MEMBER OF THE
INSTITUTE FOR
LUXURY HOME
MARKETING**

The Institute for Luxury Home Marketing is the premier independent authority in training and certifying real estate professionals in the art of handling exceptional properties.

We exist to help buyers and sellers of high-end homes find quality real estate professionals who have been uniquely trained to handle upper-tier properties. To accomplish this goal, The Institute has four key areas of focus:

Education

The Certified Luxury Home Marketing Specialist designation training, which all members receive, helps agents analyze the luxury home market, identify trends and strategies within that market, define consumer needs and expectations, and build skills and improve service--thus creating satisfied customers whose real estate goals are accomplished.

Research

The Institute provides its members with access to the knowledge and information needed to be successful in an ever-changing market by supplying luxury home market data as well as primary and secondary research information on the demographic and psychographic characteristics of affluent buyers and sellers.

Membership

An international membership base ensures a strong network of knowledgeable sales professionals who specialize in the luxury market. You can find our luxury specialists around the world.

By remaining focused on these four key areas, The Institute helps ensure that its members have the tools and information needed to achieve your goals.

Learn more by visiting [Certified Luxury Home Marketing Specialist website](http://CertifiedLuxuryHomeMarketingSpecialist.com).

Designed for real estate professionals at all experience levels, the [National Association of REALTORS® \(NAR\)](http://NationalAssociationofREALTORS.org) Short Sales and Foreclosure Resource certification, or SFR provides a framework to::



**SHORT SALE
FORECLOSURE
RESOURCE**

- 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 buyer



CERTIFIED DISTRESSED
PROPERTY EXPERT®

A Certified Distressed Property Expert® (CDPE) has a thorough understanding of complex issues in today's turbulent real estate industry and knowledge of foreclosure avoidance options available to homeowners. CDPEs can provide solutions, specifically [short sales](#), for homeowners facing market hardships.

Homeowners regularly proceed without guidance of any kind through the often financially and emotionally devastating prospect of foreclosure. Speaking with a well-informed, licensed real estate professional is the best course of action for a homeowner in distress. Through comprehensive training and experience, CDPEs have the tools to help homeowners find the best solutions for their unique situations and to avoid foreclosure through the efficient execution of a short sale.

Living through financial difficulties poses a challenge for any family, so why make the process of finding a qualified real estate professional difficult too? Select an agent with the CDPE Designation to ensure you have a trained professional to address your specific needs. For more information, contact a CDPE in your area.

CDPEs don't merely assist in selling properties, they serve and help save their clients in need.