



The Center for REALTOR® Development
Where Education Meets Excellence



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CENTER FOR
REALTOR®
DEVELOPMENT

Who is CRD?

In the highly competitive real estate market, ongoing education and specialization are paramount to distinguishing oneself. The Center for REALTOR® Development (CRD) serves as your go-to destination for making the difference that can drive your success.

As the educational hub of the National Association of REALTORS® (NAR), CRD offers a comprehensive range of credentials meticulously designed to cater to the varied needs of modern real estate professionals. We provide unparalleled learning experiences crafted to empower you to thrive.

Whether you prefer online or classroom-based learning, our diverse offerings of designations and certifications allow you to choose the format that best fits your schedule and preferences.

No matter your area of interest or expertise, CRD equips you with the knowledge and skills necessary to create the difference that will elevate your career.

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DESIGNATIONS

A designation represents a prestigious professional credential that enhances your value to both sellers and buyers. Upon earning these credentials, you can proudly display them after your name, signaling membership in an esteemed group of REALTORS® with unique recognition. For instance, Chris Hall, ABR®.

Designations are acquired upon successful completion of specific education or experience requirements, which vary for each CRD designation.

Maintaining designations entails paying annual dues and maintaining active membership. For instance, if you've officially earned the ABR® designation, paid your annual ABR® membership dues, and uphold good standing with NAR, you'll enjoy all the benefits associated with being an active ABR® designee.



Accredited Buyer's Representative (ABR®) Designation

The ABR® designation sets the standard for excellence in buyer representation, highlighting your expertise, training, and essential resources needed to excel in this role.

The core course of the ABR® designation is designed to equip you with the vital skills for conducting successful buyer counseling sessions, securing written buyer representation agreements, skillfully negotiating offers on behalf of buyers, and smoothly guiding transactions to successful closures.

With an ABR® designation, you gain:

- Ongoing specialized information, programs, and updates that help you stay on top of the issues and trends associated with buyer representation, including buyer representation agreements.
- Access to members-only benefits such as marketing tools and resources, which provide a competitive edge for ABR® designees.

ABR® Designation Benefits

- **Use of the ABR® Logo and Name**—promote yourself to prospective homebuyers as an Accredited Buyer's Representative.
- **Personalized Marketing Tools & ABR® Print Shop**—professionally designed postcards, ads, client handouts, and more available for download in your Member Center, or order professionally printed pieces at a discounted price.
- **Photofy**—download the app to access a library of shareable content for ABR® designees, formatted for multiple social media platforms.
- **Client One-Sheets**—printable handouts on home buying topics; perfect for a homebuyer counseling session.
- **Social Sharables**—a monthly set of professionally-written and designed images ready to share with your clients through ready-to-send posts for Facebook, Instagram, and your blog or website.
- **Homebuyer's Toolkit**—a booklet that walks clients through the home buying process and guides them to work with an ABR® designee.
- **ABR® Referrals & Networking Community**—a private Facebook group where ABR® designees can interact and share referrals across the U.S. and around the world.

- **Find an ABR®**—an international directory of ABR® designees where both homebuyers and REALTORS® search to find qualified REALTORS® in a desired location.
- **ABR® HotSheet**—a weekly e-newsletter featuring the latest news, trends, and insights relevant to buyer's representatives.
- **Today's Buyer's Rep**—a bimonthly print newsletter that keeps members informed of timely issues, events, and member benefit updates.

ABR® Designation Requirements

1. Successful completion of the ABR® Designation Course.
2. Successful completion of one elective course.
3. Five completed transactions in which the ABR® candidate acted solely as a buyer's representative.
4. Membership in good standing with the Center for REALTOR® Development. One year of membership is included with the Designation Course; the second year is prorated from the month of conferral. Annual dues each year thereafter are \$110.
5. Maintaining active membership status with the National Association of REALTORS®.





Certified International Property Specialist (CIPS) Designation

Expanding your horizons in global real estate is more feasible than you think. Whether it's individuals moving to the U.S. from abroad, immigrants within the U.S. exploring new markets, or American residents eyeing investments overseas, opportunities abound. With the CIPS designation, you'll acquire the knowledge, research skills, extensive network, and vital tools necessary to excel in this ever-evolving market.

The CIPS designation courses focus on the critical aspects of global real estate transactions, including:

- Globalization of economies and international capital flow.
- Marketing and business planning strategies.
- Roles, expectations, and cultural business practices of global transactions.

CIPS Designation Benefits

- **Use of the CIPS Logo and Name**—promote yourself to prospective homebuyers as a Certified International Property Specialist.
- **Personalized Marketing Tools & CIPS Print Shop**—professionally designed postcards, ads, client handouts, and more available for download in your Member Center, or order professionally printed pieces at a discounted price.
- **Photofy**—download the app to access a library of shareable content for CIPS designees, formatted for multiple social media platforms.
- **Client One-Sheets**—printable handouts to share with your clients on exploring new international markets.
- **Social Sharables**—a monthly set of professionally-written and designed images ready to share with your clients through ready-to-send posts for Facebook, Instagram, and your blog or website.
- **CIPS Referrals & Networking Community**—a private Facebook group where CIPS designees can interact and share referrals across the U.S. and around the world.
- **Find a CIPS**—an international directory of CIPS designees where both prospective clients and REALTORS® search to find qualified REALTORS® in a desired location.

- **CIPS e-Newsletter**—a monthly e-newsletter featuring the latest news, trends, and insights relevant to international agents.
- **Global Perspectives**—a quarterly print newsletter that keeps members informed about timely issues, events, and member benefit updates.
- **Discounts**—a discounted subscription to the Canadian Real Estate Association (CREA) Global Affiliate, a discount to Listhub (brokers only), discounts on advertising with various global publications and to select NAR events.

CIPS Designation Requirements

1. Successful completion of two core and three regional courses: five courses in total.
2. Submission of the CIPS designation application with one-time fee of \$75.
3. Membership in good standing with the Center for REALTOR® Development. Annual dues each year are \$220.
4. Maintaining active membership status with the National Association of REALTORS®.





GREEN

Green Designation

The Green Designation enables you to enhance your business by advising clients on eco-friendly homes' resource efficiency and performance, whether your clients are buying, selling, or inhabiting. Meanwhile, homebuyers prioritize residences with improved energy efficiency for a healthier living space. As a result, builders of green homes depend on informed real estate professionals to market their properties effectively.

By earning the Green Designation, you'll establish yourself as a leader in the field of green real estate, fully capable of helping clients seize the opportunities presented by their next home.

When you earn the Green Designation, you gain:

- A comprehensive understanding of how homes with eco-friendly and energy-efficient features should be promoted differently.
- Market research about communicating with clients interested in different facets of sustainability.
- Improved visibility as a trusted advisor and source of information on this increasingly important topic.

Green Designation Benefits

- **Use of the Green Logo and Name**—promote yourself to prospective clients as a Green designee.
- **Personalized Marketing Tools**—professionally designed postcards, ads, client handouts, and more available for download in your Member Center.
- **Photofy**—download the app to access a library of shareable content for Green designees, formatted for multiple social media platforms.
- **Client One-Sheets**—printable handouts to share with your clients on sustainability and green home topics.
- **Social Sharables**—a monthly set of professionally written and designed images ready to share with your clients through ready-to-send posts for Facebook, Instagram, and your blog or website.
- **Green MLS Resources**—access documents and best practices that can help shorten time on market and boost appraisal value when using appropriate MLS fields to market green features in your MLS listings.

- **Green Referrals & Networking Community**—a private Facebook group where Green designees can interact and share referrals across the U.S. and around the world.
- **Find a Green Designee**—an international directory of Green designees where both prospective clients and REALTORS® search to find qualified REALTORS® in a desired location.
- **The REsource e-Newsletter**—a monthly e-newsletter featuring the latest news, trends, and insights relevant to Green designees.
- **Free Pearl Virtual Certification**—Pearl Virtual Certification provides an assessment of your listing's energy efficiency and high-performing features through Pearl's whole-home certification.
- **Elective Credit Value**—this course counts as an elective for the ABR® designation.

Green Designation Requirements

1. Successful completion of the Green Designation Course.
2. Membership in good standing with the Center for REALTOR® Development. New designees receive one year of membership free; the second year is prorated from the month of conferral. Annual dues each year thereafter are \$98.50.
3. Maintaining active membership status with the National Association of REALTORS®.





Seniors Real Estate Specialist® (SRES®) Designation

Earning the SRES® designation provides you with the specialized knowledge required to support seniors through the significant financial and lifestyle transitions associated with home buying or selling. By gaining insight into the evolving needs and preferences of this growing demographic, you'll learn effective strategies to meet their requirements and establish yourself as their trusted advisor with the prestigious SRES® designation.

This course offers a unique opportunity for you to develop and hone essential skills in advising seniors on a range of topics, such as selling their family home, transitioning to a senior community, and investing in rental property, along with other important matters.

Seniors Real Estate Specialists® learn to:

- Identify the power of generational demographics.
- Develop and maintain relationship marketing skills with seniors.
- Counsel rather than sell to seniors.
- Understand the implications of tax laws, probate, and estate planning.

SRES® Designation Benefits

- **Use of the SRES® Logo and Name**—promote yourself to prospective clients as a Seniors Real Estate Specialist®.
- **Personalized Marketing Tools & SRES® Print Shop**—professionally designed postcards, ads, client handouts, and more available for download in your Member Center, or order professionally printed pieces at a discounted price.
- **Photofy**—download the app to access a library of shareable content for SRES® designees, formatted for multiple social media platforms.
- **Client One-Sheets**—printable handouts to share with your senior clients on various topics about selling and buying a home.
- **Social Sharables**—a monthly set of professionally written and designed images ready to share with your clients through ready-to-send posts for Facebook, Instagram, and your blog or website.
- **Next Steps Guide**—a booklet that walks senior clients through transitioning to a new home and guides them to work with an SRES® designee.

- **SRES® Referrals & Networking Community**—a private Facebook group where SRES® designees can interact and share referrals across the U.S. and around the world.
- **Find an SRES®**—an international directory of SRES® designees where both prospective clients and REALTORS® search to find qualified REALTORS® in a desired location.
- **The SRES® Professional**—a bimonthly print newsletter that keeps members informed about timely issues, events, and member benefit updates.
- **SRES® e-Newsletter**—a monthly e-newsletter featuring the latest news, trends, and insights relevant to those working with senior clients.
- **Elective Credit Value**—this course counts as an elective for the ABR® designation.

SRES® Designation Requirements

1. Successful completion of the SRES® Designation Course.
2. Membership in good standing with the Center for REALTOR® Development. New designees receive one year of membership free. Annual dues each year thereafter are \$99.
3. Maintaining active membership status with the National Association of REALTORS®.





CERTIFICATIONS

A certification serves as a specialized credential in a particular area of expertise, adding significant value and distinction to your professional profile. Once obtained, it can be appended to your name, such as Chris Hall, SFR[®], to signify your expertise.

Certifications are achieved upon fulfilling the required educational criteria and paying a one-time application fee. They do not involve annual dues. Once granted, a certification remains yours indefinitely, provided you maintain good standing with NAR.



At Home With Diversity® (AHWD) Certification

Earning the At Home With Diversity® certification showcases your proficiency in understanding and navigating the fast-evolving multicultural real estate market. Through its dynamic and interactive course format, you'll develop a deeper appreciation for effectively engaging clients with diverse backgrounds and preferences, which will ensure respectful and tailored interactions.

AHWD Certification Benefits

- **Profile Differentiation**—on nar.realtor and realtor.com®.
- **Personalized Marketing Tools**—professionally designed personalized marketing materials, including a press release, and logo files.
- **Networking Community**—a private Facebook group to network and share ideas with other AHWD certification holders.
- **Quarterly e-Newsletter**—keeps you informed on hot topics and trends.
- **Elective Credit Value**—this course counts as an elective for the ABR® and CIPS designations.

AHWD Certification Requirements

- Successful completion of the AHWD Certification Course.
- Submission of a one-time application fee of \$75.
- Maintaining active membership status with the National Association of REALTORS®.



e-PRO® Certification

Achieve greater success with the e-PRO® certification, mastering advanced digital marketing techniques to enhance your reach, online capabilities, and client trust. Through the program, you'll gain expertise in navigating today's dynamic digital and social marketing landscape, enabling you to expand your reach and thrive in an ever-evolving online environment.

e-PRO® Certification Benefits

- **Profile Differentiation**—on nar.realtor, realtor.com®, and epro.realtor.
- **Personalized Marketing Tools**—professionally designed personalized marketing materials, including a press release, and logo files.
- **Networking Community**—a private Facebook group to network and share ideas with other e-PRO® members.
- **Quarterly e-Newsletter**—keeps you informed on hot topics and trends.
- **Elective Credit Value**—this course counts as an elective for the ABR® designation.

e-PRO® Certification Requirements

- Successful completion of the e-PRO® Certification Course.
- Submission of a one-time application fee of \$149.
- Maintaining active membership status with the National Association of REALTORS®.



Home Finance Resource (HFR) Certification

Navigating real estate financing can often seem daunting for homebuyers. The Home Finance Resource certification course offers foundational education, enabling you to confidently elucidate crucial aspects of the loan origination process. Equipped with the skills acquired from this course, you'll adeptly guide buyers through the intricacies of mortgage applications and alternative financing options, ensuring a smoother journey for every client.

HFR Certification Benefits

- **Profile Differentiation**—on nar.realtor, realtor.com®, and hfr.realtor.
- **Personalized Marketing Tools**—professionally designed personalized marketing materials, including a press release, and logo files.
- **Networking Community**—a private Facebook group to network and share ideas with other HFR members.
- **Quarterly e-Newsletter**—keeps you informed on hot topics and trends.
- **Elective Credit Value**—this course counts as an elective for the ABR® designation.

HFR Certification Requirements

- Successful completion of the HFR Certification Course.
- Submission of a one-time application fee of \$89.
- Maintaining active membership status with the National Association of REALTORS®.



Military Relocation Professional (MRP) Certification

The Military Relocation Professional certification is tailored for real estate professionals seeking enhanced success in serving current and former military service members. This program concentrates on educating you about effectively assisting U.S. service members, their families, and veterans in finding housing solutions tailored to their specific needs. By completing this certification, you'll be well-equipped to maximize the benefits and support available to them, fostering more seamless transitions and successful outcomes.

MRP Certification Benefits

- **Profile Differentiation**—on nar.realtor, realtor.com®, and mrp.realtor.
- **Personalized Marketing Tools**—professionally designed personalized marketing materials, including a press release, and logo files.
- **Networking Community**—a private Facebook group to network and share ideas with other MRP members.
- **Quarterly e-Newsletter**—keeps you informed on hot topics and trends.
- **Elective Credit Value**—this course counts as an elective for the ABR® designation.

MRP Certification Requirements

- Successful completion of the MRP Certification Course.
- Submission of a one-time application fee of \$195.
- Maintaining active membership status with the National Association of REALTORS®.



Pricing Strategy Advisor (PSA) Certification

In today's real estate landscape, accurately determining property values requires a blend of professional expertise, the ability to leverage technology effectively, and the adoption of a multifaceted approach to pricing assignments. By obtaining the PSA certification, you'll bolster your proficiency and significance in pricing properties, crafting comprehensive CMAs, collaborating with appraisers, and adeptly navigating clients through common anxieties and misconceptions surrounding home values.

PSA Certification Benefits

- **Profile Differentiation**—on nar.realtor, realtor.com®, and psa.realtor.
- **Personalized Marketing Tools**—professionally designed personalized marketing materials, including a press release, and logo files.
- **Networking Community**—a private Facebook group to network and share ideas with other PSA members.
- **Quarterly e-Newsletter**—keeps you informed on hot topics and trends.
- **Elective Credit Value**—this course counts as an elective for the ABR® and CIPS designations.

PSA Certification Requirements

- Successful completion of the PSA Certification Course—Pricing Strategies: Mastering the CMA.
- Submission of a one-time application fee of \$179.
- Maintaining active membership status with the National Association of REALTORS®.



Resort and Second-Home Property Specialist (RSPS) Certification

The Resort and Second-Home Property Specialist certification is tailored for REALTORS® aiming to establish expertise in purchasing, selling, or overseeing properties intended for development, retirement, or secondary residences in resort, recreational, or vacation locales. This niche extends beyond traditional vacation homes to encompass college housing and investment properties. By attaining the RSPS certification, you'll acquire specialized skills and insights to capitalize on the burgeoning opportunities within this expanding market.

RSPS Certification Benefits

- **Profile Differentiation**—on nar.realtor and realtor.com®.
- **Personalized Marketing Tools**—professionally designed personalized marketing materials, including a press release, and logo files.
- **Networking Community**—a private Facebook group to network and share ideas with other RSPS members.
- **Quarterly e-Newsletter**—keeps you informed on hot topics and trends.
- **Elective Credit Value**—this course counts as an elective for the ABR® and CIPS designations.

RSPS Certification Requirements

- Successful completion of the RSPS Certification Course.
- Submission of a one-time application fee of \$194.50.
- Maintaining active membership status with the National Association of REALTORS®.



Short Sales and Foreclosure Resource (SFR®) Certification

Understanding how to aid sellers, navigate the intricacies of short sales, and guide buyers in pursuing short sale and foreclosure opportunities isn't just advantageous in today's market—it's imperative. Tailored for real estate professionals of all levels, the Short Sales and Foreclosure Resource certification provides a comprehensive framework for handling distressed properties. It encompasses the buyer's agent's role in both short sale and REO transactions, equipping you with essential skills to thrive in this specialized area of real estate.

SFR® Certification Benefits

- **Profile Differentiation**—on nar.realtor, realtor.com®, and sfr.realtor.
- **Personalized Marketing Tools**—professionally designed personalized marketing materials, including a press release, and logo files.
- **Networking Community**—a private Facebook group to network and share ideas with other SFR® members.
- **Quarterly e-Newsletter**—keeps you informed on hot topics and trends.
- **Elective Credit Value**—this course counts as an elective for the ABR® designation.

SFR® Certification Requirements

- Successful completion of the SFR® Certification Course— Short Sales and Foreclosures: What Real Estate Professionals Need to Know.
- Submission of a one-time application fee of \$175.
- Maintaining active membership status with the National Association of REALTORS®.





CERTIFICATE COURSES

Certificate courses can significantly enhance your success by equipping you with additional skills, knowledge, and competency in a specific field. The benefits of this learning extend into your daily professional endeavors. These courses typically entail a one-time fee for enrollment, and upon completion, you receive a certificate of completion, although it is not customary to include this designation after your name.

Buyers by Generation: Success in Every Segment

Baby Boomers, Gen X, Millennials, Gen Z—each generation harbors distinct wants and needs. This course aims to deepen your understanding of generational characteristics, enabling you to tailor your communications, marketing strategies, and face-to-face interactions to resonate with each group. By aligning your approach with the preferences of these demographic segments, you'll be better equipped to deliver the services that buyer-clients truly value.

Corporate Relocation: The Next Move

Forecasts indicate a steady 7 percent annual growth in the corporate relocation market over the next decade. This course equips you with the knowledge and skills necessary to identify and capitalize on this burgeoning business opportunity. You'll learn how to cultivate a relocation real estate niche, devise effective strategies for delivering favorable outcomes to all parties involved in transactions, and cultivate valuable referrals.

Marketing Strategy & Lead Generation

Similar to how location impacts the value of a home, mastering marketing and lead generation skills is pivotal to achieving success in your real estate career. This course is designed to assist you in crafting a comprehensive marketing strategy that authentically reflects your brand identity. Additionally, it will help you identify effective lead generation strategies and refine your client cultivation techniques for optimal results.

New-Home Construction and Buyer Representation: Professionals, Product, Process

Designed with the intent of equipping you with the necessary product and transaction knowledge, this course aims to empower you in assisting buyer-clients through the intricate processes of purchasing, constructing, and customizing a new home. Throughout the course, you'll master the art of engaging with new-home builders and sales representatives, fostering productive business relationships, and prioritizing the protection of clients' interests.

Real Estate Investing: Build Wealth Representing Investors and Becoming One Yourself

This course immerses you in the fundamental principles of real estate investment, vital for expanding your business scope and meeting the specific needs of investors. You'll develop the expertise to seamlessly integrate traditional real estate skills with innovative techniques, effectively guiding clients seeking investment opportunities in single-family homes, condos, townhomes, and small multifamily properties.

Planning and Zoning Resource: Advocating for Your Community's Future

In this course, you'll delve into the fundamental components and procedures involved in real estate development planning and zoning phases. By understanding these phases, you'll be equipped to play a key role in fostering the creation of communities that adhere to smart growth principles. Gain practical skills and strategies that will enhance your business as you actively contribute to the development of environmentally sustainable, equitable, and financially resilient communities.

Bias Override: Overcoming Barriers to Fair Housing

This course is designed to assist real estate professionals in challenging stereotypical thinking, thereby avoiding fair housing pitfalls and ensuring equitable professional service to every customer or client. Participants will delve into the mind science of identity, exploring how implicit bias can lead to fair housing violations. Through engaging in interactive exercises, they will enhance their communication skills and foster stronger business relationships with clients from diverse backgrounds.

Real Estate Professional Assistant

This course is crafted to refine the skills of existing professional assistants or kick-start the career of aspiring assistants. Upon completion, assistants will emerge as indispensable components of the agent's business strategy and team.



RESOURCES

The Center for REALTOR® Development (CRD) caters to real estate professionals with various tailored resources at all career stages. CRD's **microcourses**, spanning over 100 topics and lasting approximately 10 minutes each, offer a convenient means of acquiring new skills and staying abreast of industry trends. For those desiring a more structured learning experience, CRD's **Learning Pathways** provide curated courses on essential real estate subjects, ensuring a specialized skill set upon completion. Additionally, the award-winning **CRD Podcast** is a valuable resource exploring diverse industry-related topics. Accessible across various platforms, this podcast caters to REALTORS®, allied professionals, educators, and consumers, providing insights and education to a broad audience.

Microcourses

In situations where time is of the essence, CRD microcourses offer the ideal solution. With a growing catalog of over 100 microcourses, typically around 10 minutes in duration, you can quickly acquire new skills and stay abreast of the latest real estate trends, enabling you to better connect and communicate with your clients. Regardless of where you stand in your career, every real estate professional can benefit from the concise and targeted insights provided by top industry instructors.

CRD Podcast

The CRD Podcast, proudly sponsored by the Center for REALTOR[®] Development (CRD), has been honored with both the 2021 and 2024 Gold AVA Digital Awards.

Dedicated to education within the real estate industry, the CRD Podcast explores a wide range of topics, including formal education programs from organizations like NAR, as well as informal sources of industry knowledge such as insights from peers and mentors. This podcast serves as a valuable resource not only for REALTORS[®] and real estate professionals but also for allied professions like appraisers and lenders, educators, education providers, and consumers alike.

Tune in now to start listening! You can easily access the latest episode through your preferred podcast platform, including Apple Podcasts, Spotify, Google Podcasts, or TuneIn.





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