

CENTER FOR REALTOR® DEVELOPMENT

Education & Courses Spring 2016



onlinelearning.REALTOR



DESIGNATIONS

ABOUT

Designations are specialized credentials for REALTORS®. Designations offer extensive benefits which are continually improved upon and expanded. For this reason, maintaining a designation requires annual dues and continued membership in NAR. Designations have specific core courses, available online at Center for REALTOR® Development. The classroom course content may also be available for licensing and delivery by approved providers through Training4RE.com.



“This was a great course. It helped to reinforce my current knowledge and also taught me so much more.”

- ABR® online learner

CE CREDIT

Many designation courses at Center for REALTOR® Development offer continuing education (CE) credits in select states—at no additional charge to the student.



BENEFITS

Designations offer substantial value-added benefits, which may include:

- Free educational webinars
- Digital resources, forms, and toolkits
- Networking and referral opportunities, private social media groups
- Consumer videos and promotional items, customizable marketing materials
- Member newsletters and premium access to industry research and reports
- Acknowledgment and differentiation at key sites and portals such as REALTOR.org and realtor.com®
- Educational credit toward other credentials

DESIGNATION COURSES



The ABR® designation is the benchmark of excellence in buyer representation.

Course title:
Accredited Buyer's Representative® (ABR®) Designation Course

The two-day Accredited Buyer's Representative (ABR®) designation course establishes a foundation of training, skills, and resources to help you succeed as a buyer's representative. It teaches how to conduct a buyer counseling session, use buyer representation agreements, negotiate buyer clients' offers, and bring transactions to a successful close.

Online Course Price: \$295



The REALTORS® Land Institute (RLI) offers the Accredited Land Consultant (ALC) designation and is the leading organization for those who specialize in land sales.

Course title:
Land 101: Fundamentals of Land Brokerage

In this ALC required course, learn the basics of land brokerage, such as: the various types of land; the land brokerage process; the importance of the 1031 tax-deferred exchange and how to use it; how to determine market value; what property rights and restrictions are involved; subdivisions and assemblage. Environmental and regulatory issues are also covered.

Online Course Price: \$295



This premier designation is awarded by NAR's Commercial and Global Services department to REALTORS® who complete the coursework and meet practical experience criteria that demonstrate knowledge and familiarity with international clients.

Course titles: Vary

Certified International Property Specialist (CIPS) courses and bundles vary by geographical interest (US vs. non-US), applicability toward the designation (core vs. elective), and by topic (local markets, transaction tools, specific continents).

Online Course Prices: \$147-\$735



The Council of Residential Specialists is the largest not-for-profit affiliate of NAR and awards the prestigious CRS designation to experienced REALTORS® who have completed advanced training and achievement in residential real estate.

Course titles: Vary

Courses and bundles in a variety of hour combinations are offered, and focus primarily on marketing (both traditional and online), business development, and creating value for clients.

Online Course Prices: \$50-\$472.50



NAR's Green Designation teaches REALTORS® how to increase their incomes by helping clients make informed choices about the resource efficiency and performance of the homes they live in, sell, and buy.

Course titles:
Green Day 1:
The Resource-Efficient Home

Green Day 2:
Representing Buyers and Sellers of Resource-Efficient Homes

Green Day 1 addresses the distinguishing characteristics that make a home resource-thrifty and sustainability's impact

on the real estate industry. Green Day 2 focuses on applying your knowledge of resource-efficient, smart, and certified homes so that you can adapt your core real estate skills to build business success in this niche market.

Online Course Price:
\$149 each, \$250 for the bundle of both



Coming Soon!



The SRS designation elevates professional standards, enhances individual performance, and recognizes real estate professionals who demonstrate the knowledge and skills essential in professionally and ethically representing sellers.

Course title:
Seller Representative Specialist (SRS) Designation Course

The two-day SRS designation course establishes a foundation of training, skills, and resources to help you succeed as a seller's representative. This course is specifically designed to help you understand how to conduct a seller counseling session; increase listings; and apply methods, tools, and techniques to provide the support and services that sellers want and need.

Online Course Price: \$295



The SRES® designation was developed and is offered by the SRES® Council, whose mission is to promote member success by providing high quality training and tools necessary to position the SRES® designee as the trusted real estate resource for the senior market.

Course title:
Senior Real Estate Specialist® (SRES®) Designation Course

The two-day SRES® designation course offers real estate agents the unique opportunity to learn and build key skills in counseling adults age 50+ through selling their family home, buying rental property, moving to a senior community, among many other issues particular to this life stage.

Online Course Price: \$295



Continuing Education Credits Available



Classroom Licensing Available



CERTIFICATIONS

ABOUT

Like designations, certifications are also specialized credentials for REALTORS®. The benefits they offer hold high value, but are not as extensive as those for designations. For this reason, maintaining a certification requires an application fee and continued membership in NAR, but no annual dues. Certifications have specific core courses, available online at Center for REALTOR® Development. The classroom course content may also be available for licensing and delivery by approved providers through Training4RE.com.

“This course has been wonderful to give me food for thought on how to get started effectively in the changing climate.”

- e-PRO® online learner

CE CREDIT

General CE credit information may be found at our online Support FAQ, and the exact number of hours of CE offered by any particular course may be found on its product page.



BENEFITS

By earning a NAR official certification, you have the opportunity to gain advanced training in a specialty area, better serve specific segments of your particular market, and thereby increase your bottom line.

Develop your skill set to show prospects and clients that you have the specialized expertise to effectively navigate the marketplace on their behalf.

Member surveys over the years have consistently shown that REALTORS® with at least one designation or certification earn more than those without. In some cases, holding official NAR credentials allows REALTORS® to double their incomes.

CERTIFICATION COURSES



At Home With Diversity® teaches REALTORS® how to work effectively with—and within—a rapidly changing multicultural market.

Course title:
At Home With Diversity®

Diversifying your clientele means learning the practical skills and tools to expand business and effectively service all cultural groups. The one-day AHWD® certification course addresses issues of diversity, fair housing, and cultural differences, and demonstrates how to transact business in culturally competent ways.

Online Course Price: \$99



NAR's e-PRO® certification program was developed through a partnership between the National Association of REALTORS® and the Social Media Marketing Institute (SMMI) to help real estate professionals broaden their technology skills so that they can compete effectively in today's market.

Course titles:
e-PRO® Day 1
e-PRO® Day 2

Day 1 is offered in the classroom or online (only as part of the online bundle) and covers a wide range of topics, including the changing market, the modern consumer, and how to use new real estate technologies to your advantage. Day 2 is offered exclusively online, standalone, or as part of the bundle, and provides a hands-on experience using social media and other technology tools to help build your business.

Online Course Prices:
\$129 Day 2 standalone,
\$219 for the bundle



NAR's Military Relocation Professional certification focuses on educating real estate professionals about working with current and former military service members to find the housing solutions that best suit their needs and take full advantage of military benefits and support.

Course title:
Military Relocation Professional (MRP) Certification Course

The one-day MRP certification course addresses demographics of the military market, how real estate transactions for relocating military service members are unique, VA financing and entitlement benefits, and processes and procedures for permanent change of station.

Online Course Price: \$130



Determining property values depends more than ever on professional expertise and competence. Enhance your skills in pricing properties, creating CMAs, working with appraisers, and guiding clients through the anxieties and misperceptions they often have about home values with the Pricing Strategy Advisor (PSA) certification.

Course title:
Pricing Strategies: Mastering the CMA

This course is specifically designed to help enhance skills for pricing properties, creating comparative market analyses (CMAs), and guiding clients through the complexities of valuation. In addressing the core CMA activity of determining selling and offer prices, the course provides substantial guidance on comparables and adjustments, including using RPR® tools for these purposes.

Online Course Price: \$130



Over one-third of all home sales are either vacation or investment properties. Obtain the skills and knowledge needed to be the resource for these transactions by earning NAR's RSPS (Resort and Second-Home Property Specialist) Certification.

Course title:
Home Sweet (Second) Home: Vacation, Investment, Luxury Properties

This one-day course from NAR is designed to teach the essentials of buying, selling, and managing resort properties and second homes for recreation, investment and development. Learn how to help clients identify strategies for building a rental business or assessing the investment value of a property.

Online Course Price: \$125



The Short Sales and Foreclosure Resource® (SFR®) certification is meant for real estate professionals who want to be skilled and confident in distressed property transactions.

Course title:
Short Sales and Foreclosures: What Real Estate Professionals Need to Know

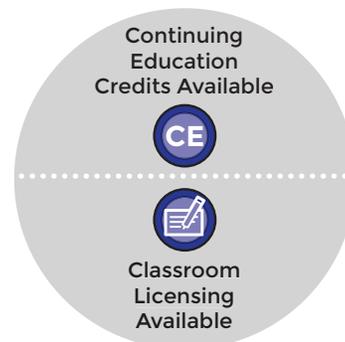
Designed for real estate professionals at all experience levels, this one-day course gives learners a framework for understanding how to direct distressed sellers to finance, tax, and legal professionals; qualify sellers for short sales; develop a short-sale package; negotiate with lenders; tap into buyer demand; safeguard your commission; limit risk, and protect buyers.

Online Course Price: \$130



“The course content was excellent and the software very user-friendly.”

– RSPS online learner



SPECIALTY COURSES

ABOUT

In addition to core courses for designations and certifications, we offer courses on specialty real estate topics. In some cases these specialty courses may serve to fulfill elective credits for designations. You may wish to take a specialty course as a standalone learning opportunity, or to fulfill elective requirements. The classroom course content may also be available for licensing and delivery by approved providers through Training4RE.com.



“This class is so valuable.”

– RPR® online learner

ONLINE COURSE FEATURES

We are committed to providing you the best learning experience in the industry.

All of our courses are self-paced, so that you can study at your own individual pace—*whenever and wherever you want*. Courses are accessible to learners in their accounts for a full year after the purchase date.

Center for REALTOR® Development offers a simplified profile registration process for REALTOR® members.

Our courses have been developed thoughtfully and with the greatest of care, in cooperation with real estate experts who hold the highest level of experience and esteem in the industry.

Our courses pair high-quality content with an interactive and engaging online learning experience. Our online courses employ different modalities to optimize the learning experience.

We know that everyone learns differently, so we have incorporated:

- Video, audio, visual elements
- Interactive and branching exercises
- Online forums
- Assessments such as quizzes and exams

Our courses offer downloadable course manuals that can be used for exam preparation and be kept by the learner for future reference and on-the-job practical applications.

SPECIALTY COURSES

Course title:

Discovering Commercial Real Estate

This three-hour course offers a broad overview of the basics of commercial real estate and how it differs from residential real estate. This is an ideal introductory course for those who are newly licensed and/or residential agents who want to learn more about commercial real estate.

Online Course Price: \$49



Course title:

Enhance Your Brand and Protect Your Clients with Data Privacy and Security

This four-hour course aims to educate real estate associations, brokers, agents, and multiple listing services about the need for data security and privacy; and to assist them in complying with legal responsibilities. It provides information about state laws and pending federal regulations regarding data security and privacy protection that may affect your business.

Online Course Price: \$39



Course title:

Expanding Housing Opportunities

This four-hour course teaches you how to build partnerships in your practice. You'll learn how to develop relationships with housing counselors, non-profit organizations, lenders, and governmental agencies and officials. These partnerships will open new avenues to affordability. Most importantly, you'll partner with your clients more effectively than before as you find the services and opportunities that are right for them.

Online Course Price: \$39



Course title:

Generation Buy

In this one-day course, learners will examine the characteristics of home-buying generational populations and evaluate their expectations—of the agent and the transaction—as well as communication preferences. As a turnkey resource, this course offers generation-specific marketing tools, networking tips, scripts, and counseling strategies to help real estate professionals maximize their agency relationships.

Online Course Price: \$115



Course title:

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

This one-day course will help you gain the product and transaction knowledge in order to guide buyer-clients through the steps for the purchase, construction, and customization of a new home. Learn how to interact with new-home builders and sales representatives to protect clients' interests while developing productive business relationships.

Online Course Price: \$115



Course title:

REALTORS® Excelling in Association Leadership (REAL)

This course teaches the basics of REALTOR® association volunteer leadership, and is a comprehensive tool for training potential leadership about real estate issues, meeting management, governance, legal and regulatory issues, and planning and budgeting. The no-cost, self-guided online course is available 24/7.

Online Course Price: Free

Course title:

Real Estate Marketing Reboot

In this one-day course, learners will revisit marketing fundamentals; branding; relationship marketing with an emphasis on electronic tools, social media, blogs, Twitter, podcasts, and really simple syndication (RSS) feeds; web site search engine optimization (SEO); among other technologies. Practical tips in addition to examples of how agents leverage these tools in the field make this course a must for all real estate professionals.

Online Course Price: \$115



Course title:

Real Estate Safety Matters: Safe Business = Smart Business

This online three-hour course teaches real estate professionals how to limit risk and increase safety for themselves and their clients. Learn how to assess potential risks and develop safety protocols for client meetings, open houses, showings, online interactions, and other business activities.

Online Course Price: \$29.95



Course title:

REO Properties: Responsibilities, Education, and Opportunities for the Real Estate Professional

This course covers the basics of working with sellers and buyers of REO properties and its goal is to enable real estate professionals to participate in and take advantage of business opportunities presented by the REO property market. The course focuses on single-family homes and small multifamily properties.

Online Course Price: \$115



Course title:

RPR®: Real-Time Data, Market Knowledge, Informed Consumers

Realtors Property Resource® (RPR®) is NAR's exclusive, online real estate database that provides REALTORS® with extensive data on over 166 million parcels of property in the US. This course equips REALTORS® with the training and information necessary to use RPR® tools to help their clients and customers make informed real estate decisions.

Online Course Price: \$39



Continuing Education Credits Available



Classroom Licensing Available

GENERATE NON-DUES REVENUE... BY OFFERING CLASSROOM COURSES

training4RE.com

HOW TO BECOME A CLASSROOM COURSE PROVIDER

Course providers include REALTOR® Boards and Associations, proprietary schools and franchises. Any REALTOR® Board or Association can become a provider. We do, however, monitor proprietary schools to make sure the communities and areas they serve do not overlap with one another.

MINIMUM REQUIREMENTS

Approved providers are required to teach the ABR® Designation Course to at least 100 learners each year. We encourage Boards or Associations with less than 1,000 members to consider co-sponsoring with another Board or Association or proprietary school in the area.

COST

The annual license fee is \$2,500 for the first year and \$1,000 thereafter. This license enables you to deliver all courses posted on Training4RE.com—over 30 courses in all. A per-head royalty for each student in attendance at each class event is also assessed. The royalties range from \$20-\$60 per head.

Provider retains all other revenues generated by each classroom event and assumes responsibility for hiring instructors and obtaining continuing education credit from state(s) for the classroom event.

PROVIDER SUPPORT OFFERED BY THE PROGRAM

- Dedicated and private course provider resources site
- New/Refresher Provider Bootcamp
- Instructor Recertification Workshops
- Instructor hiring consultation
- Strategic programming and co-sponsoring consultation
- Marketing consultation



FOR MORE INFORMATION AND TO APPLY
training4RE.com (click on “For Course Providers” at the bottom)
dheadtke@realtors.org



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GENERATE NON-DUES REVENUE... BY OFFERING ONLINE COURSES



HOW TO BECOME AN ONLINE AFFILIATE PARTNER

Affiliate partners include REALTOR® Boards and Associations, proprietary schools, franchises, and any appropriate entity that maintains a web presence focused on REALTOR® education. Any REALTOR® Board or Association can become an affiliate partner. We do, however, review applicants to assure that they are appropriate for the program.

MINIMUM REQUIREMENTS

A business strategy and web presence for referrer linking is required. Online marketing capabilities are assumed and highly recommended, but need not be proven. Submission of an online form is required, as well as possible additional technical review. Approval for the program is entirely at the discretion of the Center for REALTOR® Development.

COST

There is no cost to join or to remain in the program. Participation in the program allows affiliates to earn 15% share of net online course revenues.

Center for REALTOR® Development assumes responsibility for online course quality and for obtaining continuing education credit from state(s) for online courses.



AFFILIATE SUPPORT OFFERED BY THE PROGRAM

- Dedicated and secure online affiliate administration portal
- Personalized training
- Advance notice of upcoming course promotions and new offerings
- Downloadable marketing materials such as banners, ads, marketing kits
- Strategic programming, marketing, and technology consultation



FOR MORE INFORMATION AND TO APPLY

onlinelearning.REALTOR (click on "Affiliates" at the top)

CRD@realtors.org



onlinelearning.REALTOR



NAR Online Orientation National Module

The National Association of REALTORS® has created an Online Orientation National Module as a result of an Association Executives Committee (AEC) work group recommendation. The national module is approximately two hours in duration and is an option for Associations that wish to deliver an online orientation.

BENEFITS

This is your opportunity to offer the exclusive, official NAR Orientation program content to your new members. You can use the same team, same technology, and the same content that powers Center for REALTOR® Development courses.

Choose to offer the NAR module only, or add your additional local content—*at the reduced, preferred rate.*

Choose to offer via a simple link or your own private-labeled online campus.

Choose to subsidize the module for your members or charge them a nominal fee (revenue opportunity).

Receive content coaching, creation services, reporting, and technical support at no additional charge.

To better understand the program and the course delivery or development process, our preferred vendor holds informational webinars to educate Associations who want to explore this option.

NAR Online Orientation National Module

Online Course Price: Base cost is \$4.50 per student



FOR MORE INFORMATION

realtor.org/orientation/online-orientation-national-module
orientation@learninglibrary.com



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REALTOR® Code of Ethics

REALTORS® are required to complete ethics training within designated training cycles. The deadline for the current training cycle is December 31, 2016. NAR is pleased to offer a new online Code of Ethics course, now with the option of continuing education credits in select states.



BENEFITS

The new “CE” course is one of several enhancements to NAR’s online ethics training—all which meet specific and rigorous criteria—through which REALTORS® may meet their membership training obligations.

A comprehensive understanding of the Code of Ethics helps REALTORS® in today’s market ensure the highest level of professionalism and service for discriminating buyers and sellers.

In this course, learners will take a journey examining the professional standards enforcement process, reviewing the duties of Articles 1 and 12 of the Code of Ethics, and exploring NAR’s mediation experience.

The existing free (without CE) online course will continue to be available at REALTOR.org until later in 2016, at which time a new enhanced free version will be made available at Center for REALTOR® Development as well.

Code of Ethics Training (with CE)

Online Course Price: \$29.95



FOR MORE INFORMATION

realtor.org/code-of-ethics/training

onlineethicstraining@realtors.org



onlinelearning.REALTOR



UpSkill Agent™ Program

Success is important to REALTORS®. Until now, it's not been easy for REALTORS® to identify skill and knowledge gaps that are keeping them from achieving higher levels of success. Even more difficult is understanding what to do next when areas for improvement have been uncovered. UpSkill Agent™ is the answer.

The core competencies covered include:

- Getting listings
- Knowledge about the factors impacting real estate sales
- Knowledge about presenting properties
- Marketing strategy
- Interacting effectively with clients
- Personal effectiveness

BENEFITS

This powerful online tool has been developed specifically for the real estate industry by Learning Library Inc., the industry leader in online real estate education.

This online assessment program evaluates your skills in six key real estate competencies by analyzing your answers to a series of online questions.

UpSkill Agent™ automatically provides a personalized score and feedback by competency that pinpoints specific areas to develop, so that you can be a more well-rounded and successful real estate professional.

Personalized reports provide individualized feedback with a list of specific suggested courses and products to help fill skill gaps and expand expertise.



UpSkill Agent™ Program
Online Course Price: \$59.99

FOR MORE INFORMATION

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CRD@realtors.org



onlinelearning.REALTOR

Webinars

Center for REALTOR® Development offers dozens of webinars and webinar bundles on a wide range of subject areas that are of interest to real estate professionals.

Download and listen to the webinars from any device and at your own pace.

Once the webinars are purchased and downloaded, they remain in your account and can be viewed or listened to multiple times.

Topic areas:

- Creating effective listings
- Business planning
- Building and expanding your business
- Social media strategies
- Cloud technologies
- Creating and leveraging video tools
- REALTOR® Safety Series of webinars
- International business

Webinars

Price: Varies from free to \$39.97
for a bundle of five webinars



FOR MORE INFORMATION

onlinelearning.REALTOR (click on “Webinars” at top)
CRD@realtors.org



Tutorials

Center for REALTOR® Development offers support to real estate professionals by providing a tutorial library of real estate products, solutions, and services operating within and adjacent to the real estate industry.

Quickly learn what a provider offers and what benefits are available. Discover how to use a solution in your business and what special promotions are available specifically for you.

This free library of short tutorials is new and will be built out over time. Come back often as we add more or sign up to be notified of new ones.

Each tutorial is:

- Free
- Approximately five minutes in length
- Viewable by any and all real estate professionals (customer profile or account not required)
- Provided by solution vendors across a variety of categories
- Delivered online and compatible with a range of devices

Tutorials

Price: Free



FOR MORE INFORMATION

onlinelearning.REALTOR (click on “Tutorials” at top)
CRD@realtors.org



The REALTOR® Store sells books, downloadable and customizable products, guides, multimedia and reports in a variety of topic areas of interest to REALTORS®.

Some topic areas include:

- Transactions
- Property issues
- Being a REALTOR®
- Sales and marketing
- Legal and compliance issues
- Real estate research
- Commercial and investment properties
- Brokerage management
- Association resources



REALTOR® Store

The online store offers hundreds of business-boosting products to help you succeed, and allows you to “get in, get out, and get back to business.”

Through a new partnership with the REALTOR® Store, the Center for REALTOR® Development is proud to offer its current and future customers the option of purchasing products from the store at a 10% discount. Simply enter code CRD02 at checkout.

REALTOR® Store Partnership
Offer: 10% off REALTOR® Store purchases
Code: CRD02



FOR MORE INFORMATION

Store.REALTOR.org



REALTOR® Benefits

Designed with you in mind, the REALTOR Benefits® Program is your official member benefits resource, bringing you discounts and unique offers on products and services just for REALTORS®.

In partnership with the REALTOR® Benefits program, we offer discounts for select online courses to NAR members only. A 10% discount on select courses can be obtained by using coupon codes during checkout at the Center for REALTOR® Development site.

REALTOR® Benefits Partnership
OFFER: 10% off course purchases for NAR Members
CODES: See listing to the right



FOR MORE INFORMATION

realtor.org/programs/realtor-benefits-program



Accredited Buyer's Representative®
 Designation Course

ABRNOW
CODE



NAR's e-PRO® Certification Course

EPRNOW
CODE



NAR's Green Designation Courses

GREENNOW
CODE



Military Relocation Professional
 Certification Course

MRPNOW
CODE



Pricing Strategy Advisor
 Certification Course

PSANOW
CODE



Seniors Real Estate Specialist®
 Designation Course

SRESNOW
CODE

Coming Soon

Center for REALTOR® Development is a distinct online platform of activities devoted to lifelong learning, career advancement, and specialized credentials for real estate professionals. Its educational offerings provide REALTORS® with the expertise to build their businesses, better serve clients, and differentiate themselves in a competitive marketplace. We primarily offer coursework that leads to official NAR designations and certifications from across NAR and its affiliated Institutes, Societies, and Councils. In total, Center for REALTOR® Development offers nearly one hundred online courses, the majority of which address requirements that lead to thirteen NAR designations and certifications. Many of the courses also fulfill continuing education credits across 40+ states at no additional charge to the student. Going forward, Center for REALTOR® Development will continue to add high-quality coursework and products to its site and explore emerging learning, media, and product formats.

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NEW COURSES AND MAJOR REVISIONS

NAR's Green Designation Days 1 & 2

NAR's e-PRO® Certification Days 1 & 2

REALTOR® Code of Ethics (non-CE free version)

Real Estate Marketing Reboot

Generating Buyer and Seller Leads

Working with Investors

Corporate Relocation

(list subject to change)

NEW FEATURES

Our site will be redesigned in the coming months to make it more user-friendly and more easily navigable.

An improved webinar home page and new, streamlined online experience for webinar purchasers will soon be unveiled.

NEW PROGRAMS AND BENEFITS

In 2016, we will launch a brand new Rewards Program that will allow learners to earn points for educational activities and credentials earned, and redeem these points for digital badges and incentives.





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