

Designations and Certifications: What Do They *Really* Mean?

ABR®: The Accredited Buyer Representative designation coursework is designed for REALTORS® who want to *professionally* represent buyer-clients at every stage of the home buying process. It is presented by REBAC (Real Estate Buyer's Agent Council). I have been an ABR instructor.

e-PRO®: NAR's e-PRO® certification coursework teaches the use of cutting-edge technologies and digital initiatives to work with today's tech-oriented real estate consumer. The e-PRO® certification program teaches members how to effectively use real estate technology to grow their business and make it more efficient. Applying advanced technologies and social media strategies to your business plan expands your capabilities, increases your reach and builds trust with your customers.

GRI: REALTORS® with the GRI certification have in-depth training in legal and regulatory issues, technology, professional standards and the sales process. Earning the Graduate, REALTOR® Institute (GRI) designation is a way to stand out to prospective buyers and sellers as a professional with expertise in these areas.

PSA: The Pricing Strategy Advisor certification is specifically designed to enhance skills in pricing properties, creating CMAs, working with appraisers and guiding clients through the anxieties and misperceptions they often have about home values.

SRS: The Seller Representative Specialist designation is the premier credential in seller representation. It is designed to elevate professional standards and enhance personal performance. The designation is awarded to real estate practitioners by the Council of Real Estate Brokerage Managers (CRB) who meet specific educational and practical experience criteria. I have been an SRS instructor.

Associate Broker: Earning a broker license demonstrates a significant commitment to understanding all aspects of the real estate industry. Whether your career goal is to manage your own firm or to better serve your clients, achieving a Pennsylvania broker's license requires intensive training and experience in the industry. A broker licensing candidate must successfully complete education and experience requirements to sit for the Pennsylvania Broker License exam.

REALTOR®: *Less than half* of all Real Estate agents are REALTORS. REALTORS are members of the largest trade organization in the United States, the National Association of REALTORS (NAR), and subscribe to a 17-Article **Code of Ethics**. NAR is a *major advocate* for the rights of Home Ownership and REALTORS, in addition to taking action to protect and promote the rights of Home Owners, **commit themselves to conducting business with their Clients, members of the Public and fellow REALTORS in an Honest and Ethical manner!**

The public deserves a representative who is experienced, trained, educated and knowledgeable with the ability and integrity to “protect and promote” their interests above all else.

There is no time for inexperience, empty promises or false expectations!

HIRE WISELY: We are not all the same!