

# Path to Success FOUNDATIONS

Outlined for you here is our recommended learning path to gain the foundational knowledge you need to be successful. These are the must-have education building blocks for both new and established REALTORS®. Available online at **Center for REALTOR® Development** or in classroom format at **Training4RE.com**.

### 3 Pricing Strategy Advisor (PSA) Certification

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.

### 1 Accredited Buyer's Representative (ABR®) Designation

The Accredited Buyer's Representative (ABR®) designation is the benchmark of excellence in buyer representation.



### 5 NAR's Green Designation

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



### 2 Seller Representative Specialist (SRS) Designation

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



### 7 REALTOR® Code of Ethics Course

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. NAR members are required to complete ethics training within designated training cycles.



### 6 Real Estate Safety Matters Course

This course teaches real estate professionals how to limit risk and increase safety for themselves and their clients.

### 4 NAR's e-PRO® Certification

NAR's e-PRO® certification program helps real estate professionals broaden their technology skills in order to compete effectively in today's digitally-connected marketplace.

## Are you on the Path to Success?

ONLINE [onlinelearning.REALTOR](http://onlinelearning.REALTOR) | CLASSROOM [training4RE.com](http://training4RE.com)

### About Center for REALTOR® Development

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.



# Path to Success SPECIALTIES

Customize the **Path to Success** experience with additional education based on the markets you work with and within, and your own personal goals and interests. Available online at **Center for REALTOR® Development** or in classroom format at **Training4RE.com**. Additional courses not listed here are also available at both sites.

## DIVERSITY

### At Home With Diversity® Certification

Diversifying your clientele means learning the practical skills and tools to expand business and effectively service all cultural groups. The AHWD® certification course addresses issues of diversity, fair housing, and cultural differences, and cultural competence.



### 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.



### Seniors Real Estate Specialist® Designation

The SRES® designation was developed and is offered by the SRES® Council, whose mission is to provide quality training and tools necessary to position the SRES® designee as the trusted real estate resource for the 50+ market.



## NEW HOMES

### 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.



## INVESTMENT PROPERTIES

### Home Sweet (Second) Home: Vacation, Investment, Luxury Properties

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 taking this course as the first step in earning NAR's RSPS (Resort and Second-Home Property Specialist) certification.



## DISTRESSED PROPERTIES

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

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.



### 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.



## GLOBAL REAL ESTATE MARKETS

### Certified International Property Specialist (CIPS) Designation

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.



## MILITARY MARKETS

### Military Relocation Professional (MRP) Certification

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.



## LEADERSHIP

### 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.



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