

Missouri Association of REALTORS®  
*Board Operations Manual*  
*Education*

MAR Education

Graduate, REALTOR® Institute

Master of Real Estate

Professional Development Through Advanced Designations

Professional Development Through Local Programs

Professional Development Through Professional Standards

## **MAR EDUCATION**

### **THE GRI DESIGNATION AND REALTOR® INSTITUTE CURRICULUM**

The Missouri Association of REALTORS® offers an eGRI course. e-GRI will be offered electronically by email only and will be a requirement for students to get a GRI designation in Missouri.

The Missouri Association of REALTORS® believes that REALTORS® in the state must demonstrate a basic level of email and Internet competency in order to obtain a professional designation.

The Missouri REALTOR® Institute offers a series of excellent modules that provide advanced training leading toward the GRI designation: Graduate, REALTOR® Institute. This prestigious designation is recognized nationwide and provides excellent public recognition and industry networking opportunities.

**Missouri has one of the best recognized GRI programs in the nation.**

Earning the GRI designation is an important step in a real estate career. The modules provide practical training that results in increased professionalism and enhanced business success. Modules are continually revised and updated to keep abreast of current trends in the industry. Research has shown that GRI designees earn significantly more income than their non-GRI peers.

Instructors are carefully selected for their knowledge and expertise and have received advanced training in course development and presentation skills.

The series of one-day modules can be completed in 12 days (not consecutive). Modules are offered at various locations throughout the state. The Missouri Real Estate Commission approved eight modules for continuing education credit.

For a current brochure describing the GRI program in detail, or other information relating to the GRI designation, visit MAR's web page at <http://www.missourirealtors.org>. For questions, contact Terry Murphy, MAR Director of Education, at 800-403-0101, ext. 117.

### **THE MASTER OF REAL ESTATE DESIGNATION**

The Master of Real Estate (MRE) was established by the MAR Education Committee to recognize professional development above and beyond the ordinary. The certificate recognizes commitment to lifetime professional education.

Before beginning work toward the MRE certificate, a member must hold the GRI designation and a second designation awarded through one of NAR's affiliated Institutes, Societies and Counsels: ABR, ABRM, ALC/AFLM, CCIM, CIPS, CPM, CRB, CRE, CRS, GAA/RAA, PMN, SIOR, and SRES.

After meeting these entry-level requirements, the MRE candidate takes a total of three qualifying classes within a two-year period. For a flyer describing the program, visit MAR's web page at <http://www.missourirealtors.org/education>. For questions, contact Terry Murphy, MAR Director of Education, at 800-403-0101, ext. 117.

Members holding the GRI and a qualifying second designation may obtain application forms from Terry Murphy, at 800-403-0101, ext. 117.

## REALTOR® Family Designation Programs

The NATIONAL ASSOCIATION OF REALTORS® has nine affiliated Institutes, Societies, and Councils that provide a wide-ranging menu of programs and services that assist members in increasing skills, productivity and knowledge. Designations acknowledging experience and expertise in various real estate sectors are awarded by each Affiliated group upon completion of required courses. In addition, NAR offers two certification programs to its members.



### **ABR, Accredited Buyer Representative**

With over 40,000 members, REBAC is the largest association of real estate professionals focusing on all aspects of buyer representation. Over 30,000 ABR® designees have completed the REBAC course, passed the test and provided documentation of buyer agency experience.

### **REBAC (Real Estate Buyer's Agent Council)**

Contact [REBAC](#), 1-800-648-6224, or visit [www.rebac.net](http://www.rebac.net)



### **ABRM, Accredited Buyer Representative Manager**

Geared to real estate firm brokers, owners and managers that have or wish to incorporate buyer representation into their daily practice, designees have taken and passed both the ABR® and ABRMSM course and provided documentation of past management experience.

### **REBAC (Real Estate Buyer's Agent Council)**

Contact [REBAC](#), 1-800-648-6224 or visit [www.rebac.net](http://www.rebac.net)



### **ALC, Accredited Land Consultant**

ALC's are the recognized experts in land brokerage transactions of five specialized types: (1) farms and ranches; (2) undeveloped tracts of land; (3) transitional and development land; (4) subdivision and wholesaling of lots; and (5) site selection and assemblage of land parcels. Acquire valuable skills through educational offerings leading to the ALC designation.

### **REALTORS® Land Institute (RLI)**

For information on the ALC designation call 1-800-441-5263, visit the [www.rliland.com](http://www.rliland.com)



### **CCIM, Certified Commercial Investment Member®**

CCIMs are recognized experts in commercial real estate brokerage, leasing, valuation and investment analysis. The CCIM business network includes more than 7,500 designees and an equal number of candidates principally in North America, but also in Asia and Europe. CCIMs are backed by a respected education program, as well as superior technology products and business resources.

### **CCIM Institute**

Call 1-800-621-7027, visit [www.ccim.com](http://www.ccim.com)



### **CIPS, Certified International Property Specialist**

The CIPS network is comprised of 1,500 real estate professionals from 50 countries who deal in all types of real estate, but with one common element: they are focused specifically on the "international" market. Whether traveling abroad to put deals together, assisting foreign investors, helping local buyers invest abroad, or serving an immigrant niche in local markets, CIPS designees are consumers' best resource to ensure they are dealing with a professional skilled in the unique aspects of international real estate.

### **NATIONAL ASSOCIATION OF REALTORS®**

Call NAR Customer Service at 800/874-6500, or visit [www.realtor.org/cipshome.nsf/pages/education](http://www.realtor.org/cipshome.nsf/pages/education)



### **CPM, CERTIFIED PROPERTY MANAGER®**

Acquire valuable real estate management skills through educational offerings leading to the CPM® designation. CPM® members have the competitive edge in every area of real estate management from residential to commercial to industrial.

### **Institute of Real Estate Management (IREM)**

Contact Customer Service at 1-800-837-0706, Ext. 4650 or visit [www.irem.org](http://www.irem.org)



### **CRB, Certified Real Estate Brokerage Manager**

The Certified Real Estate Brokerage Manager (CRB) designation is recognized industry-wide as the measure of success in brokerage and real estate business management. The designation is awarded by the Council of Real Estate Brokerage Managers to REALTORS® who have completed the Council's advanced educational and professional requirements. CRB designees consistently increase their level of industry knowledge, advance their earning and career potential, increase their firm's profitability and benefit from active involvement in our network of real estate professionals. The new CRB Designation Program now provides credit for management experience, higher education and previously earned NAR designations. Additional credits can be earned through the Council's management education programs delivered live or by Self Study on CD-ROM.

### **Council of Real Estate Brokerage Managers**

For more information, contact [CRB](http://www.crb.com), at 800.621.8738 or visit [www.crb.com](http://www.crb.com)



### **CRS®, Certified Residential Specialist®**

Agents can maximize their potential by earning the CRS® Designation and joining the organization that has served top-producing residential sales agents since 1977. The more than 35,000 CRS® Designees benefit from nationwide referral opportunities, a professional image that attracts customers, and sales and marketing support. The CRS® Designation is awarded to experienced REALTORS® who complete advanced training in listing and selling, and meet rigorous production requirements.

### **Council of Residential Specialists**

Contact Customer Services at 1-800-462-8841, visit [www.crs.com](http://www.crs.com)



### **CRE, Counselor of Real Estate**

The Counselor of Real Estate – or CRE – is a member of The Counselors of Real Estate, an international group of recognized professionals who provide seasoned, objective advice on real property and land-related matters. Only 1,100 practitioners throughout the world carry the CRE designation. Membership is by invitation only.

### **Counselors of Real Estate**

Call 1-312-329-8427 or visit [www.cre.org](http://www.cre.org)



### **GAA, General Accredited Appraiser**

Certified general appraisers wishing to increase their visibility should consider pursuing the GAA designation. The GAA designation is awarded to appraisers whose education and experience exceed state appraisal certification requirements and is supported by the NATIONAL ASSOCIATION OF REALTORS®.

### **NATIONAL ASSOCIATION OF REALTORS®**

Call 1-800-874-6500 ext. 8393 or visit [www.realtor.org/appraiser](http://www.realtor.org/appraiser)



### **GRI Graduate, REALTOR Institute**

Members involved in residential real estate who want a solid base of information for their practice will want to participate in the REALTOR® Institute program and earn the GRI designation.

Contact Terry Murphy at 800-403-0101, ext: 117

### **NATIONAL ASSOCIATION OF REALTORS®**

NAR maintains a clearinghouse of information for individuals interested in the GRI program. For more information, visit [www.realtor.org/griclear.nsf](http://www.realtor.org/griclear.nsf)



### **PMN, Performance Management Network**

The Performance Management Network (PMN) is a new REALTOR® designation that's built from the ground up to bring you the real-world skills, the know-how and the tools that will keep your business out front and on top of a lightning-fast market. This designation is unique to the REALTOR® family designations, focusing on the idea that in order to enhance your business, you must enhance yourself. The curriculum is driven by the following topics: negotiating strategies and tactics, networking and referrals, business planning & systems, personal performance management and cultural differences in buying and selling.

**Women's Council of REALTORS®** Contact the WCR at 1-800-245-8512 or visit [www.wcr.org](http://www.wcr.org)



### **RCE, REALTOR® association Certified Executive**

Association executives interested in demonstrating commitment to the field of REALTOR® association management should pursue the RCE designation. AEs are recognized for their specialized industry knowledge and their association achievements and experience.

### **NATIONAL ASSOCIATION OF REALTORS®**

Contact [Renee Holland](#), 1-312-329-8545. More information can be found at [www.realtor.org/RCEonline.nsf](http://www.realtor.org/RCEonline.nsf)



### **Residential Accredited Appraiser**

Certified residential appraisers wishing to increase their visibility should consider pursuing the RAA designation. The RAA designation is awarded to appraisers whose education and experience exceed state appraisal certification requirements and is supported by the NATIONAL ASSOCIATION OF REALTORS®.

### **NATIONAL ASSOCIATION OF REALTORS®**

Call 1-800-874-6500, ext. 8393, or visit at [www.realtor.org/appraiser](http://www.realtor.org/appraiser)

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### **SIOR, Society of Industrial and Office REALTORS®**

Individuals certified with the SIOR designation are top producers in industrial and office real estate brokerage. SIOR's network includes more than 2,800 members in 480 cities in 20 countries on six continents. The Society's mandatory recertification requirement assures clients of the designee's excellence in the fast changing commercial brokerage field.

### **Society of Industrial and Office REALTORS®**

Contact Membership at 202-449-8200 or visit [www.sior.com](http://www.sior.com)

## **NAR Family Certifications**



### **At Home with Diversity Certification**

A ground-breaking professional education initiative designed to provide America's real estate professionals with training and tools to expand their businesses as well as homeownership opportunities for more Americans.

AHWD certification relays to the public that those certified have been professionally trained in and are sensitive to a wide range of cultural issues inviting a wider volume of business from a greater variety of cultures.

For more information on this course and its business principles, please visit [www.realtor.org/divweb.nsf](http://www.realtor.org/divweb.nsf) or contact [Diversity](#) at 202/383-1201.



### **e-PRO®**

e-PRO® is a revolutionary training program presented entirely online to certify real estate agents and brokers as Internet Professionals. The NATIONAL ASSOCIATION OF REALTORS® is the first major trade group to offer certification for online professionalism.

e-PRO® is not just about technology - it's about how you can leverage your most powerful asset, your people-skills, into doing more business on the Internet.

e-PRO® gives you:

- Exhaustive Internet Training
- Unique Competitive Advantage
- Professional Distinction
- CE credit is now available in several states

For more information on the e-PRO® certification, visit [www.epronar.com](http://www.epronar.com)



## **REPA<sup>sm</sup>, Real Estate Professional Assistant<sup>sm</sup>**

[REPA](#) is a comprehensive two-day certificate course that provides an intensive introduction to the real estate business and to the specific ways support staff can become valuable assets to their employers. Every administrative employee in the brokerage office, from listing secretary to the personal assistant, will benefit tremendously from this quick-start program.

For more information, visit [www.professional-assistant.com](http://www.professional-assistant.com)

## **Resort & Second-Home Markets Certification**



The RSPS is a new certification offered by NAR Resort for resort & second-home REALTORS around the world. REALTORS specializing in resort and second-home markets and interested in demonstrating their knowledge and expertise should pursue the RSPS certification. The RSPS core certification requirements include the NAR Resort & Second-Home Market Course and the RLI Tax-Deferred (1031) Exchange Course. RSPS applicants will also choose from nine different elective choices including courses from the NAR Education Matrix and the NAR Resort Symposium held every 18 months.

For more information, NAR Resort 312-329-8393, or visit [www.realtor.org/resort](http://www.realtor.org/resort)

## **Transnational Referral Certification**

The goal of this certification is to prepare real estate professionals to make and receive compensated referrals using the Transnational Referral system developed by the International Consortium of Real Estate Associations—ICREA. Students will learn how to integrate international referrals, resulting in increased income, into their business plans.



When you are involved in an international referral, as a referring or receiving agent, the Transnational Referral Certification demonstrates to other real estate professionals that you are well versed in the procedures of the Transnational Referral system, have pledged to follow a code of conduct in business dealings, and expect that compensation, paid in a timely manner, will be an integral part of the transaction.

For more information, visit [www.realtor.org/cipshome.nsf](http://www.realtor.org/cipshome.nsf)