

Why Get a Designation After Your Name?

A designation or certification are basically the same. The National Association of Realtors identifies their courses they believe should be given the credential of designation and which courses are to be certified. Some developers of courses such as the ALHS, CHMS, decide to author and sell a course and they can decide if the course will be given a designation name or certification. More often than not, the certificates from non-NAR courses are certifications.

When you take a class to get a designation or certification you always need the education module and then generally, the evidence of some type of work or transaction module. Together the education and the other part of the module allow you to attain your designation.

For these courses:	<u>Education</u>	<u>Evidence of work</u>
ABR: Accredited Buyer Representative	2 days	5 buyers in 3 years
SRS: Seller Representative Specialist	2 days	5 seller clients
New Home Construction	1 day	none
ALHS: Accredited Luxury Home Specialist	2 days	2 luxury buyers or sellers
CHMS: Certified Home Marketing Specialist	1 day	none
RENE: Real Estate Negotiation Expert	2 days	none
SRES: Senior Real Estate Specialist	2 days	none
Broker license	Mandatory hours	Experience points

(see our counselor for broker's license counseling) It may be easier than you think!

The NAR® 2014 Member Survey shows that with just 1 designation or certification an agent should receive on average an additional \$23000+ to gross income.

The general public, otherwise known as buyers and sellers, will ask an agent, "are you a broker?" Real estate agents can become a broker-associate and add credibility to their personal resume by doing the educational component and the transaction component. An agent can start from day 1 towards earning their broker's license.