



EXPERIENCE, EXPERTISE AND ENERGY!

Why choose an agent with designations?

Continuing education is one way an agent develops specialized skills and a deeper understanding of the real estate business. Designations represent an agent's commitment to professional development and continuing education; an agent who has earned multiple designations is better suited to serve their clients.

As a consumer, you need a dedicated professional working on your behalf. Designations acknowledge experience and expertise in various real estate sectors. To earn a designation, an agent must complete coursework and demonstrate competency in a particular area of the real estate industry. Also, many designations are awarded by groups that require their members subscribe to a code of ethics.

An agent is a REALTOR® when he joins the National Association of Realtors®. As a member of the National Association of Realtors® a REALTOR® must subscribe to their strict Code of Ethics. Members belong to local associations/boards and state and territory associations of REALTORS®. The National Association of Realtors® provides a platform for research, information exchange and professional development among its members.

"CRS Designees have a proven track record."

The Certified Residential Specialist (CRS) is the highest designation awarded to sales associates in the residential sales field. The CRS Designation recognizes professional accomplishments in both experience and education. SFR

The Short Sale and Foreclosure Resource Certification (SFR) is awarded to agents who have completed advanced training in advising clients who are in distress or are considering buying distressed property.

REALTORS® who hold the GRI designation have dedicated their time and money to real estate education to bring you quality service, have taken at least 90 hours of specialized real estate related courses and are up to date on the latest real estate trends and issues. GRI certified agents are nationally recognized as top performers, professionally trained, knowledgeable and dedicated to bringing you quality service.

The Accredited Buyer Representative (ABR®) designation is awarded to real estate practitioners by the Real Estate Buyer's Agent Council (REBAC) of the National Association of REALTORS®. Requirements for the ABR® are completion of the 2-day ARB® designation course, completion of one approved elective course, 5 complete transactions as a buyer's agent, and membership in the NAR® and REBAC.

The internet has added a new dimension to the real estate world. Real estate agents and brokers who have earned **REALTOR e-PRO® Certification** are Internet Professionals who have completed extensive training using the Web. REALTOR e-PRO® Certification means the agent is prepared to employ the latest technology and leverage the enormous power of the Internet whether you are buying or selling property. Taking advantage of the latest Internet innovations can result in considerable savings and speed.

Resort property developers, owners, buyers and managers have unique needs. **The Recreation and Resort Specialist** certification focuses on the unique characteristics of recreation and resort property and the needs of resort property buyers and sellers. The first required course focuses on building relationships with buyers and sellers who are often out-of-town clients. The second required course focuses on successful marketing of resort properties.

Gray Berryman, Broker

