

Almost Everything You've Ever Wanted to Know About Designations...But Were Afraid to Ask!

A Quick Reference for Most of the Real Estate Designations -- CLASSES SUPPLEMENT

R = required
E = elective
* = available online

ACRONYM	ABR	ABRM	ALC	ASR	CBR	CCIM	CIPS	CPM	CRB	CRE	CRS	e-PRO	GAA	GRI	PMN	RAA	SIOR	SRES
FULL NAME	Accredited Buyer Representative	Accredited Buyer Representative Manager	Accredited Land Consultant	Accredited Seller Representative	Certified Buyer Representative	Certified Commercial Investment Member	Certified International Property Specialist	Certified Property Manager	Certified Real Estate Brokerage Manager	Counselor of Real Estate	Certified Residential Specialist		General Accredited Appraiser	Graduate REALTOR Institute	Performance Management Network	Residential Accredited Appraiser	Society of Industrial and Office REALTORS	Seniors Real Estate Specialist
ABCs of XYZs - Bridging the Marketing Generation Gap											E (can have 2)							
ABR® Designation Course*	R	R												E (need 2)				
ABRM® Designation Course*		R																
Advanced Marketing Systems and Techniques for the Recreation and Resort Specialist											E							
Asia/Pacific and International Re							E (need 3)											
ASR Seller Agency Course				R														
At Home with Diversity											E				R (need 3)			
Buying Practices														R				
CBR Advantage Course					E (see other)													
CBR Designation Course					R									E (need 2)				
CBR Designation Course - Independent Study					E (in lieu of classroom)													
CCIM Courses and Conferences						E (need 3 credits)											E (3 credits, need 12)	
Century 21 International Management Academy (CTIMA)									E - 4 credits									
Century 21 ORBIT (CTORB)									E - 4 credits									
Certified New Homes Specialist Interactive CD-ROM											E							
CI 101 - Financial Analysis						R											E (6 credits, need 12)	
CI 102 - Market Analysis						R											E (6 credits, need 12)	
CI 103 - User Decision Analysis						R											E (6 credits, need 12)	
CI 104 - Investment Analysis						R											E (6 credits, need 12)	
CIPS I: International Real Estate for Local Markets*	E (need 1)						R				E							
Coldwell Banker Act I - Showtime									E - 2 credits									
Coldwell Banker Act II - Triple Crown									E - 2 credits									
Coldwell Banker Act III - Coaching Calisthenics									E - 2 credits									
Compensation Master - Mastering the Art of Sales Force Compensation									E - 1 credit									
Creating Value for Your Clients - eLearning											E (can have 2)							
CRS 103: Maximize Your Potential...Personally and Professionally											E (can have 2)							

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CRS 105: Making the Right Real Estate Finance Decisions											E (can have 2)							
CRS 106: Fundamentals of Real Estate Technology											E (can have 2)							
CRS 107: Mastering the Art of Selling New Homes											E (can have 2)							
CRS 200: Business Planning and Marketing											Core (need 2 or 3)			R				
CRS 201: Listings											Core (need 2 or 3)			E (need 2)				
CRS 202: Sales											Core (need 2 or 3)			E (need 2)				
CRS 204: Creating Wealth through Residential RE Investments	E (need 1)							R*			Core (need 2 or 3)			E (need 2)				
CRS 206: Technology											Core (need 2 or 3)			E (need 2)				
CRS 210: Referrals											Core (need 2 or 3)			E (need 2)				
CRS Sell-a-Bration											E							
Developing Professionalism and Ehtical Practices														R				
Driving Prospects to your Website											E (can have 2)							
Earn More, Work Less, Enjoy Life - eProductivity											E (can have 2)							
e-Buyer*	E (need 1)																	
Effective Negotiating for Real Estate Professionals	E (need 1)														R (need 3)			
e-PRO*	E (need 1)											R						
Europe and International Real Estate							E (need 3)											
Forum Recruiting - How to Attract Experienced Agents									E - 1 credit									
Forum Recruiting - Professional Recruiting Course									E - 4 credits									
Forum Recruiting - The Recruiters Retreat									E - 3 credits									
GRI - Ethics in Real Estate														R*				
GRI - RE Taxes, What Every Agent Should Know														R				
GRI - State and Federal Laws Affecting RE Practices														R				
Harnessing the Power: Skills Based Performance Mgmt.	E (need 1)														R (need 3)			
Innovative Marketing Techniques for Buyer's Reps*	E (need 1)																	
International RE for Local Markets											E							
Introduction to Commercial Investment Real Estate						E												
Investment and Financial Analysis for International Real Estate							R											
IREM ASM603 - Investment Real Estate Financing and Valuation 1								R										
IREM ASM604 - Investment Real Estate Financing and Valuation 2								R										
IREM ASM605 - Investment Real Estate Financing and Valuation 3								R										

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IREM BDM602 - Property Management Plans: The IREM Model								R (for all CPM)										
IREM ETH800 - Ethics for the RE Manager								R										
IREM FIN402 - Investment RE: Financial Tools								R										
IREM HRS402 - Human Resource Essentials for RE Managers								R										
IREM MKL404 - Marketing and Leasing: Retail Properties								R (need 1 MKL400 level)										
IREM MKL405 - Marketing and Leasing: Multifamily Properties								R (need 1 MKL400 level)										
IREM MKL406 - Marketing and Leasing: Office Buildings								R (need 1 MKL400 level)										
IREM MNT402 - Property Maintenance and Risk Management								R										
Land 101: Fundamentals of Real Estate Brokerage	E (need 1)		R											E (need 2)				
Land Investment Analysis			R															
Listing Practices														R				
Marketing to the Hispanic Community											E							
Marketing with Microsoft Office											E (can have 2)							
Networking and Referral Systems															R (need 3)			
Ninja Selling											E (can have 2)							
Ninja Selling II											E (can have 2)							
Peak Development (Rx Sales) - Sales Leadership...									E - 3 credits									
Personal Skills for Professional Excellence											E							
Positioning Properties to Compete in the Market											E							
Re/Max - Owner/Broker Management Training Course (Re/Max 101)									E - 1 credit									
Resort and Second Home Niche Market	E (need 1)																	
RLI - Agricultural Land Brokerage and Marketing			E (need 60 credits)															
RLI - Creative Land Planning			E (need 60 credits)															
RLI - Land Development			E (need 60 credits)															
RLI - Site Selection			E (need 60 credits)															
RLI - Transitional Land			E (need 60 credits)								E							
Senior Real Estate Specialist Designation Course														E (need 2)				R

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SIOR 100 (8 credits)																	E (8 credits, need 12)	
SIOR 103 (4 credits)																	E (4 credits, need 12)	
SIOR 200 (Ethics)																	R	
SIOR 203 (12 credits)																	E (12 credits, need 12)	
Successful Buyer Representation in New Home Sales*	E (need 1)																	
Successful Relocation Representation (RELO)*	E (need 1)																	
System Driven Sales											E							
Tax Deferred 1031 Exchanges			R															
The Americas and International Real Estate							E (need 3)											
The Business of Your Business: People, Planning, Money & Mgmt															R (need 3)			
The Middle East and Africa and International Real Estate							E (need 3)											
The New Negotiating Edge - A 5 Step Behavioral Strategy											E							
Transnational Referral Certification Program											E							

For the most accurate and up-to-date information regarding these designations you should check the websites.

If you see any errors or changes please contact Bonnie at 319-338-6460. This document was last revised on May 25, 2006.