

Designations and Certifications Overview



REALTORS® can further their professional development by choosing from an array of different study tracks to earn designations and certifications. These credentials are managed by the National Association of REALTORS® and affiliated councils. REALTORS® who earn designations and certifications earn more than their non-credentialed peers and enjoy higher credibility in the marketplace.

Most designation and certification courses are available in both online and classroom formats. Online courses are always offered directly through the national council that manages the credential, except for the GRI, which is managed at the state level. The WRA offers a variety of classroom offerings each year, which can be found at wra.org/CourseSchedule under the “Designations” category.

Designations and Certifications Overview



ABR Designation (Accredited Buyer Representative)

The Accredited Buyer Representative (ABR) designation is the benchmark of excellence in buyer representation. The overall goals of the ABR designation program are to educate and prepare buyer representatives to provide the kind of service and fidelity to buyers that sellers have always enjoyed, and to offer methods for building your buyer representation business. This designation is awarded by the Real Estate Buyer's Agent Council (REBAC), an affiliate of the National Association of REALTORS®. Visit wra.org/ABR for more details.



CRB Designation (Certified Real Estate Brokerage Manager)

The Certified Real Estate Brokerage Manager designation (CRB) has been around since 1968 and is managed by the Real Estate Business Institute, an affiliate of the National Association of REALTORS®. CRB designees are an elite group of leaders in real estate; only three percent of REALTORS® have earned this designation. Visit wra.org/CRB for more details.



CRS Designation (Certified Residential Specialist)

The CRS designation is awarded by the Residential Real Estate Council (RRC) and is deemed the highest credential that REALTORS® can earn. In 2018, the RRC established new CRS designation requirements. CRS designees must complete several courses on topics such as listing, selling, investment, taxes and meet a production requirement. CRS designees receive several valuable member benefits, including education perks and a powerful referral network. Visit wra.org/CRS for more details.



GRI Designation (Graduate, REALTOR® Institute)

The GRI designation requires training on topics including inspections and testing, branding, agency and more. Each state manages its own GRI curriculum, and in 2016, the WRA revamped its GRI program to allow half of the credits to be done online and the other half in the classroom through qualifying designation and certification courses. Visit wra.org/GRI for more details.



PMN (Performance Management Network)

Managed by the Women's Council of REALTORS®, the PMN designation focuses on leadership, negotiating, networking and business planning. PMN courses teach skills for keeping your business on top of an ever-changing market. Visit wra.org/PMN for more details.

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PSA Certification (Pricing Strategy Advisor)

The PSA certification provides a framework for understanding CMAs, identifying appropriate comparables and making adjustments, pricing and valuation terminology, working with appraisers, and much more. Designed for real estate professionals at all experience levels and those working with either buyers or sellers. Visit wra.org/PSA for more details.



RENE Certification (Real Estate Negotiation Expert)

As the first and only negotiating certification recognized by NAR, the RENE certification equips you with skills to know when and how to negotiate, crafting negotiation strategies, applying principles of persuasion, and achieving optimum results with any party in a transaction. Visit wra.org/RENE for more details.



RSPS Certification (Resort and Second-Home Property Specialist)

The RSPS certification is designed for REALTORS® involved in the resort, recreation and/or vacation homes market, whether it be buying, selling, or investment property management, development, retirement, or second homes. Visit wra.org/RSPS for more details.



SRES Designation (Seniors Real Estate Specialist®)

The SRES® designation prepares REALTORS® to meet the specific needs of senior clientele when selling, buying, relocating, or refinancing residential or investment properties. This designation is managed by the Seniors Real Estate Specialist® Council, which tracks senior-specific lifestyle and housing issues and educates REALTORS® who are making 50+ clients a part of their overall business plan. Visit wra.org/SRES for more details.



SRS Designation (Seller Representative Specialist)

The Seller Representative Specialist (SRS) designation is the premier credential in seller representation. It is designed to elevate professional standards and enhance personal performance. The designation is awarded to real estate practitioners by the Real Estate Business Institute. Visit wra.org/SRS for more details.