

# Tips for Consumers: Select the best to represent you



## **REALTOR® vs. real estate licensee**

Holding a real estate agent's or real estate broker's license does not make someone a REALTOR®. Here in Texas, membership in the National Association of REALTORS®, the Texas Association of REALTORS®, and one of more than 90 local associations or boards entitles real estate licensees to use the term "REALTOR®" on their business cards and in their marketing materials.

Hiring a Texas REALTOR® means you've retained someone who is committed to continuing education, professionalism, and integrity. In addition to upholding the strict REALTOR® Code of Ethics, many Texas REALTORS® (like me) hold one or more professional designations—those letters behind our names indicating advanced or specialized training in real estate.

Here are just a few of the various designations a REALTOR® may hold and what they could mean for you:

### **Graduate REALTOR® Institute (GRI)**

The GRI designation is a mark of distinction that earns REALTORS® respect and confidence from their peers and the general public, demonstrating their commitment to advancing their knowledge in many aspects of the real estate profession.

### **Certified Residential Specialist (CRS)**

Residential salespeople who hold the CRS designation specialize in listing properties, selling, and investing, as well as mortgage financing and computer applications.

### **Accredited Buyer Representative (ABR)**

A buyer's agent represents the buyer in a real estate transaction, just as a seller's agent is hired to obtain the price and sale terms sought by the seller. The ABR is the only nationally recognized designation for buyer's agents.

### **Certified Real Estate Brokerage Manager (CRB)**

The CRB designation is recognized in the real estate profession as the symbol of management excellence and is awarded to brokerage owners and managers.

### **e-PRO (Certification)**

The e-PRO certification is the real estate industry's first comprehensive technology certification endorsed by the National Association of REALTORS®.