

# NAR TRAININGS/DESIGNATIONS CERTIFICATIONS OFFERED

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## Bias Override: Overcoming Barriers to Fair Housing (3-hr)

Bias Override: Overcoming Barriers to Fair Housing is an NAR certificate course that helps real estate professionals interrupt stereotypical thinking so they can avoid fair housing pitfalls and provide equal professional service to every customer or client. Participants will learn about the mind science of identity, study how implicit bias can result in fair housing violations and engage in interactive exercises to enhance communication skills and business relationships with clients of all backgrounds.

Take the Course:

This three-hour classroom course can be taken virtually or in person, and may qualify for CE credit in your state.

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## Accredited Buyer's Representative (ABR®) Designation Course (16 hr.)

The Accredited Buyer's Representative (ABR®) Designation Course establishes a foundation of training, skills, and resources to help you succeed as a buyer's representative.

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## At Home with Diversity® (8- hrs) AHWD

The course work for the At Home with Diversity® certification is designed to enable you to work successfully with and within a rapidly changing multicultural market. It will help you to learn diversity sensitivity, how it applies to U.S. fair housing laws in your business, and ways to develop professional guidelines for working with people in the increasingly multicultural real estate market.

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## Planning & Zoning Resource: Advocating for your Community's Future Class

The "Planning and Zoning certification" offered by the National Association of Realtors (NAR) is called the "Planning & Zoning Resource: Advocating for your Community's Future" class, which is a six-hour course designed to educate REALTORS® on the basics of community planning and zoning, allowing them to become proactive advocates for their communities by understanding the planning and zoning process

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## Real Estate Investing (REI) (4-hr)



The Real Estate Investing certification program is for REALTORS® who want to master the ins and outs of working with investors and those who are establishing themselves as real estate investors. The courses provide insight into 1031 exchanges, REITS, NOI models, tools, and more.

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## National Association of REALTORS **RSPS** Resort and Second-Home Property Specialist Certification

The Resort and Second-Home Property Specialist (RSPS) certification is for REALTORS® who specialize in buying, selling, or management of properties for investment, development, retirement, or second homes in resort, recreational, and/or vacation destinations.

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## Seniors Real Estate Specialist® Designation **SRES**

(2 Day) The Seniors Real Estate Specialist® (SRES®) designation is for REALTORS® who want to be able to meet the special needs of maturing Americans when selling, buying, relocating, or refinancing residential or investment properties. By earning the SRES® designation, REALTORS® are prepared to approach mature clients with the best options and information for them to make life-changing decisions.

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## e-PRO® Certification **e-PRO**

(2- Day) NAR's e-PRO® certification program helps REALTORS® master the advanced digital marketing techniques of today. With the e-PRO® certification, REALTORS® increase their ability to reach customers, expand their capabilities, and build trust by safeguarding client information.

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## GREEN Designation (2 Day) **GREEN**

NAR's GREEN Designation is designed for agents looking to learn about issues of energy efficiency and sustainability in real estate.

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## Work Life Balance (3 hr)

This master class is designed to help entrepreneurs and professionals redefine and achieve a sustainable work-life balance. Through interactive discussions, strategic planning, and practical exercises, participants will learn how to manage time effectively, set priorities, and implement strategies to reduce stress while maintaining productivity. This course will guide attendees in creating a personalized work-life balance plan, using proven techniques to enhance both professional and personal well-being.

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## F.O.C.U.S. Small Business Master Class Series (7 wks. ; 1.5 hrs weekly)

Are you ready to take your business to the next level? The Small Business Entrepreneur Series Master Class is designed to help entrepreneurs rethink, realign, and restructure their business for long-term success. This comprehensive training covers everything from redefining your business model and setting clear goals to crafting a compelling pitch deck and securing funding. Whether you're launching a new venture or scaling an existing one, this series provides the tools, strategies, and insights you need to thrive in today's competitive market (Workbook included).

1. Reframing, Rethinking & Redesigning Your Real Estate Business
  2. Goal and Objective Realignment
  3. The Mission Statement: Analyzing Problems & Solutions
  4. Assigning Timelines and Benchmarks
  5. Marketing Strategies
  6. Finding Funding Resources
  7. The Pitch Deck
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## Ready, Set, Goal: Compensation vs. Value (2 hr)

This interactive workshop is designed to help entrepreneurs and professionals clarify their goals, align their efforts with their true value, and take actionable steps toward success. Participants will explore key strategies for goal-setting, time management, and business planning while understanding the balance between compensation and value. Through guided exercises and real-world applications, attendees will leave with a clear vision and a personalized roadmap for achieving their professional and financial goals.

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## MONEY MATTERS 101: (1.5-2 hrs)

### 30 Commandments for Getting Your Financial House In Order

Achieving financial stability and growth requires discipline, strategic planning, and smart money habits. This 1.5-hour interactive workshop will guide participants through 30 essential financial principles to help them track spending, reduce debt, build wealth, and secure their financial future. Whether you're looking to organize your finances, invest wisely, or create multiple income streams, this workshop provides practical steps and biblical insights to help you achieve long-term financial success.

Key Takeaways:

- ✓ Gain clarity on financial priorities & develop a personal financial action plan
  - ✓ Learn how to eliminate debt and build long-term savings
  - ✓ Understand investment basics to grow wealth strategically
  - ✓ Discover ways to increase income through career growth & entrepreneurship
  - ✓ Adopt smart financial habits to ensure a secure financial future
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## Entrepreneurship 101: From Idea to Launch (6 week, 1.5 hours each week)

Entrepreneurship 101 is a 6-week interactive course designed to take aspiring and existing entrepreneurs from idea to fully operational business. This program covers everything from business planning and legal setup to marketing, funding, and scaling strategies. Whether you're launching a new venture or refining an existing business, this hands-on course provides the step-by-step guidance, tools, and resources to help you turn your vision into reality.

--Each week, participants will engage in practical exercises, business-building activities, and expert-led discussions to develop a fully actionable business plan by the end of the program.

Key Takeaways:

- ✓ Step-by-step guidance to launch or refine a business
  - ✓ Completed business plan & financial roadmap
  - ✓ Legal, financial & marketing strategies for long-term success
  - ✓ Hands-on exercises & real-world application
  - ✓ Networking & expert insights to support business growth
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# NAR DESIGNATIONS/ CERTIFICATIONS & TRAININGS OFFERED

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## Recession-Proofing Your Real Estate Business: Strategies to Thrive in Any Market (3-hr)

Recession-Proofing Your Real Estate Business: Strategies to Thrive in Any Market is an interactive workshop focused on building resilience in the real estate business. Discover how to effectively navigate economic challenges and emerge even stronger as a professional. You will learn to adapt to market fluctuations, implement strategic marketing techniques, and develop diverse income streams to ensure your business thrives regardless of the economic landscape. Whether you are an experienced agent or just starting out, this workshop will equip you with the essential tools, strategies, and confidence to transform market downturns into opportunities for growth.

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## Business Planning for Real Estate Professionals (3 hr)

This dynamic 3-hour course is designed to provide real estate professionals with a comprehensive roadmap to success. Through strategic goal-setting, financial planning, marketing, and operational strategies, participants will learn how to create and implement an effective business plan. The course integrates insights on market trends, social media adaptation, and personal branding to help agents maximize their potential and navigate today's evolving real estate landscape.

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## 1 hr. Lab: Recruiting and Retention for Membership Organizations

Training Description: Recruiting & Retention for Membership Organizations

This 1-hour interactive lab is designed to help membership organizations develop effective recruitment and retention strategies. Participants will explore best practices for attracting new members, fostering engagement, and ensuring long-term commitment. The session will cover proven techniques such as personalized onboarding, engagement programs, and strategic outreach efforts. Through hands-on exercises and discussions, attendees will leave with an actionable plan to enhance their organization's membership growth and sustainability.

Takeaway:

By the end of this lab, participants will have a customized recruitment and retention action plan tailored to their organization's unique needs.

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## 2-hr Lab- Real Estate Board and Governance Training

This Board and Governance Training & Orientation is designed to equip new and existing board members with a comprehensive understanding of their roles, responsibilities, and best practices in governance. The session will cover fundamental governance principles, fiduciary duties, strategic leadership, and compliance obligations. Attendees will gain insights into board structures, decision-making processes, ethical considerations, and effective meeting management to enhance their contribution to the organization.

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## Real Estate Committee Leadership Training & Orientation

This 2-hour training is designed for current and aspiring committee leaders within real estate associations. The session will provide a deep dive into leadership roles, strategic planning, and governance best practices to help committee members drive impactful initiatives. Through structured guidance, interactive discussions, and leadership development exercises, attendees will learn how to manage meetings effectively, engage members, set goals, and align their committee's work with the broader mission of the organization.

By the end of this training, committee leaders will have a clear roadmap for driving their committees to success, ensuring alignment with the organization's broader strategic objectives.

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## Workshop/Lab: Building a Capability Statement That Works! & The 1-Page Business Plan (2-hr)

This hands-on workshop equips entrepreneurs, small business owners, and professionals with the tools to create a compelling Capability Statement and an effective 1-Page Business Plan. These documents are essential for securing government contracts, attracting investors, and clarifying business direction. Participants will learn key elements, best practices, and formatting techniques, leaving with a working draft ready for immediate use.

Key Takeaways:

- ✓ A professionally structured Capability Statement to secure government contracts and corporate partnerships
  - ✓ A 1-Page Business Plan that provides clarity, focus, and direction
  - ✓ Practical strategies to communicate business value effectively
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## Workshop/Lab: What's Your Conflict Management Style? - 1.5 Hour

Conflict is inevitable, but how you handle it can determine the success of your leadership and relationships. This interactive training helps participants identify their personal conflict management style and understand how to adapt it for different situations. By exploring different leadership and communication strategies, participants will gain tools to navigate conflicts effectively while maintaining strong professional and personal relationships.

Key Learning Outcomes:

- ✓ Identify your personal conflict management style
- ✓ Learn effective strategies for resolving conflicts
- ✓ Develop skills to de-escalate and manage challenging conversations
- ✓ Apply techniques to strengthen relationships and leadership effectiveness

