

Professional Development National Committee Report for November 9, 2013

REALTOR® University Update

Jonathan Salk, Dean of Student Services, reported that REALTOR® University's Master of Real Estate program has 68 enrollees. A non-degree seeking category was added as well as a Graduate Certificate in Real Estate Association Management. REALTOR® University's Board of Regents is exploring the possibility of developing an undergraduate real estate program.

School of Professional Development & Continuing Education

Heidi Henning, Managing Director of Business Specialties, reported that REALTOR® University's School of Professional Development and Continuing Education has secured CE in 40+ states for numerous, online designation and certification courses. CE is included in the price of the course. Tablet-friendly conversion for all online courses is close to completion. Monthly discounts and flash sales offered this year have been successful. New online courses including REALTOR® Code of Ethics Training, New Member Orientation and Data Privacy & Security are under development.

Center for Specialized REALTOR® Education (CSRE) Update

Kristen Short, Managing Director of Education for the Center for Specialized REALTOR® Education (CSRE), shared information about the new Military Relocation Professional (MRP) certification. In addition, a New-home Construction course was developed. The MRP certification and the New-home Construction course are electives for the Accredited Buyer's Representative (ABR®) designation. The Council of Real Estate Brokerage Managers (CRB) acquired the Seller Representative Specialist (SRS) designation from the SRS Council. SRS will become a wholly-owned division of CRB effective January 1, 2014. The SRS designation will count as an elective towards the ABR® designation.

GRI Focus Group Update

Amy Chorew, Moderator, GRI Work Group, presented the committee with an update on the efforts made to revitalize the GRI designation program. The work group met in Chicago in August to develop strategies to ensure the GRI designation's relevancy and increase its demand.

The following topics and goals were addressed:

- Why do we need a GRI program?
- What is the value and benchmark for success when earning the GRI designation?
- Who is the student and what is the target market for GRI?
- Examining the program requirements and areas of competency
- Defining core content that can be developed and used in any GRI program

Designation Awareness Month

NAR recognizes November as REALTOR® Designation Awareness Month. There has never been a better time for REALTORS® to add to their skill set and show prospects and clients they have the specialized expertise to navigate today's real estate market.

According to NAR's 2013 Member Profile, REALTORS® who earn a professional designation or certification have an average gross income that's \$27,600 higher than REALTORS® who do not have any.

The statistics show that continuing education and professional development is an important part of achieving a successful career as a REALTOR®.

I respectfully thank the NDAR for allowing me this opportunity to serve at a National level.

Cindy Harvey