

new NAR green designation

RAISES THE BAR

FOR ALL REALTORS®

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Something exciting is taking place at the National Association of REALTORS®. Something that not only addresses the challenges of meeting the needs of our ever-changing world, but will also help you stay on top of a front-of-mind issue for more and more consumers. That something new is NAR's Green Designation.

WHY Get Involved?

Green is much more than a cultural fad that will soon fade away. Rising fuel prices, the call for self-reliance, and talk of global warming are just some of the many factors that indicate a real need to know and understand green trends affecting consumer habits.

Consider these important findings:

- Two-thirds of consumers are in tune to green buildings and understand there is a link between green homes and cost savings and healthy living.¹
- Homebuyers who ranked energy efficiency as "very important" purchased homes that had a median home price \$12,400 higher than those who ranked it "somewhat" or "not important." The same buyer was more likely to be a repeat client.²

Key Benefits

The new Green REsource Council, which will award NAR's Green Designation, fully supports a green philosophy and excellence in green leadership. We'll help you:

Gain the knowledge edge—understand how green building principles are being applied in residences, commercial properties, developments and communities, so you can list, market and manage green properties and guide buyer-clients.

Walk the talk—learn how to incorporate green principles in your practice.

Provide advocacy—help spread the word and be a positive force for creating sustainable and energy-efficient communities.

Stay on top—receive on-going information, tools, and support about green building features and developments, so you can be an informed leader in your marketplace.

Develop new business—with membership support in the form of referrals, marketing tools, and consumer awareness campaigns.

Earn the only Green designation recognized by the National Association of REALTORS®—and set yourself apart from others in your market area.

HOW to Get Involved

NAR's Green Designation is awarded to candidates who complete a 12-hour core course on green real estate principles and a six-hour elective course that expands on the core course foundation. The core course will debut on November 5 and 6 at the REALTORS® Conference & Expo in Orlando. Additional details are available at www.GreenREsourceCouncil.org/registration-contact.html.

To learn more about NAR's Green Designation, visit the Green REsource Council online at www.GreenREsourceCouncil.org.

¹ McGraw Hill's *SmartMarket Report*, 2007 Green Homeowner Issue

² National Association of REALTORS® 2007 *Profile of Buyers' Home Features Preferences*

FAQs about NAR's Green Designation

- ✔ **How do I earn NAR's Green Designation?**
Earn NAR's Green Designation by completing the two-day core course and a one-day elective course.
- ✔ **What are elective course topics?**
Three elective courses are offered. Course topics are Residential Real Estate, Commercial Real Estate, and Property Management.
- ✔ **Can I enroll in more than one elective course?**
Yes. Students may take as many of the elective courses as they wish. Completion of only one elective course is required in order to earn NAR's Green Designation.
- ✔ **Where can I take the courses?**
Classroom courses are offered through the REBAC network of licensed course providers, which includes REALTOR® associations, proprietary schools, and national franchises.
- ✔ **How do I find out about courses scheduled in my area?**
Go to **www.CourseCalendar.com** for a listing of course locations and dates.
- ✔ **Are the courses offered online?**
Yes. The Residential Elective Course will be offered online beginning November 6, 2008. The Core Course and other elective courses will be added to the online curriculum in early 2009.
- ✔ **Do other course providers' classes count toward earning the designation?**
For a limited time, the Green REsource Council will consider Alternative Programs as 6 hours of residential elective credit toward NAR's Green Designation. NAR's Green Designation is the only one of its kind recognized by the NATIONAL ASSOCIATION OF REALTORS®.
- ✔ **Do NAR's Green Designation courses count toward continuing education credit?**
Yes, the courses are eligible for continuing education credit. Students should check with the course provider on how many credits are available.
- ✔ **What are the requirements to maintain the designation after earning it?**
Designees must be members (and maintain membership) in the NATIONAL ASSOCIATION OF REALTORS® either as a REALTOR® member or Institute Affiliate member, as well as members of the Green REsource Council.
- ✔ **What is the Green REsource Council?**
NAR's Green REsource Council is a membership section within the structure of the NATIONAL ASSOCIATION OF REALTORS®.
- ✔ **How much are the annual dues?**
REALTORS® who complete NAR's Green Designation Core Course receive a free one-year membership in the Green REsource Council. After the first year, annual dues are \$99.
- ✔ **What are the benefits of Green REsource Council membership?**
The Green REsource Council provides the latest information, authoritative research, resources, a searchable referral network, marketing tools, and consumer awareness campaigns.
- ✔ **Can I use NAR's Green Designation logo on my business card and marketing materials?**
After completing the three-day program (Core Course and one elective course), designees may use the logo on personal marketing materials, such as business cards, letterhead, Web pages, and brochures. Designees can download the logo at www.greenresourcecouncil.org.

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