



# DESIGNATIONS & CERTIFICATIONS



REBI top provider in the USA for designation and certification student enrollments in 2022!

## ACCREDITED BUYER'S REPRESENTATIVE

### DESIGNATION

Improve your marketability as a buyer's agent with this widely-recognized credential.

#### Learn how to:

- Help aspiring homeowners with every step of the process
- Define your value to clients as a buyer's representative
- Hold buyer counseling sessions and build trust with new clients
- Troubleshoot to fix any issue that might arise
- Negotiate for your homebuyers and formulate competitive offers

#### Steps

##### 1) Complete the ABR course

The two-day, 15-hour Accredited Buyer's Representative (ABR) course is delivered in the virtual classroom at Champions School of Real Estate.

##### 2) Complete an elective course

The elective course must be ABR-approved and worth at least 8 credit hours. Most electives may also be used for CE credit. All elective-eligible courses are listed below.

##### 3) Finalize at least 5 transactions

You must complete at least 5 transactions as a buyer's representative (no dual agency). This may include up to 2 leases.

##### 4) Apply

Submit the ABR designation application to the National Association of REALTORS® (NAR).

##### 5) Maintain active status

Remain in good standing with the Real Estate Buyer's Agent Council (REBAC) and NAR.

Annual dues are waived for the first year. Fee is \$110 thereafter.

## ABR Course Options

<del>\$389</del> <b>\$369</b> <i>SAVE \$20!</i>	<b>23</b> CE Hours	<b>ABR Program</b> Course + Elective
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This program includes the individual ABR course and a required 8-hour elective. Choose from one of the following courses:

- New Home Construction
- Military Relocation Professional
- Pricing Strategies: Mastering the CMA
- Marketing Strategy and Lead Generation
- Home Finance Resource

*There are other courses that satisfy the ABR elective requirement, but they are longer than 8 hours and thus not included with this program. The ABR electives we offer are identified in this catalog.*

<b>\$250</b>	<b>15</b> CE Hours	<b>ABR Course</b>
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You may take this course by itself for elective CE credit. In order to receive the ABR designation on your license, you must also meet the other requirements.



#### CHAMPIONSLIVE

Aug 2 - 3 Wed/Thu

Sep 6 - 7 Wed/Thu

Oct 4 - 5 Wed/Thu

Nov 1 - 2 Wed/Thu

Dec 6 - 7 Wed/Thu

Jan 3 - 4 Wed/Thu

Feb 7 - 8 Wed/Thu

#### Day 1 & 2 Schedule

8:30 AM - 4:45 PM

ABR: 39438



		Page #	ABR Elective	SRS Elective
<b>Accredited Buyer's Representative Course</b>		26		✓
<b>Accredited Luxury Home Specialist</b>		30		
<b>Certified Home Marketing Specialist</b>		31		
<b>Home Finance Resource</b>		28	✓	✓
<b>Military Relocation Professional</b>		29	✓	✓
<b>Marketing Strategy &amp; Lead Generation</b>		30	✓	

## Designations & Certifications...What's the Difference?

**Designations**  
Real estate credentials that require annual dues

**Certifications**  
Real estate credentials that require an application fee, but no annual dues

## SELLER REPRESENTATIVE SPECIALIST

### DESIGNATION

Become a highly sought-after seller's agent with this invaluable designation.

#### Learn how to:

- Craft a value proposition that identifies why clients should choose you over the competition
- Prepare for listing presentations and seller meetings
- Identify probable buyers for specific properties using statistics and contemporary methods
- Design marketing assets that create high consumer engagement
- Arrange improvements, remodeling, and property staging
- Navigate all challenges during the closing process

#### Steps

- 1) Complete the SRS course**  
The two-day, 15-hour Seller Representative Specialist (SRS) Designation Course is delivered in the virtual classroom at Champions School of Real Estate.
- 2) Complete an elective course**  
The elective course must be SRS-approved and worth at least 8 credit hours. Most electives may also be used for CE credit. All elective-eligible courses are listed below.
- 3) Transaction history**  
Submit documentation of at least 3 transactions in which you acted as a seller's representative.
- 4) Apply**  
Submit the SRS designation application to the Real Estate Business Institute (REBI).
- 5) Maintain active status**  
Remain in good standing with the National Association of REALTORS® (NAR) and in the Real Estate Business Institute (REBI).

Annual dues are waived for the first year. Fee is \$99 thereafter.

## SRS Course Options

<del>\$389</del> <b>\$369</b> <i>SAVE \$20!</i>	<b>23</b> CE Hours	<b>SRS Program</b> Course + Elective
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This program includes the individual SRS course and a required 8-hour elective. Choose from one of the following courses:

- Military Relocation Professional
- Pricing Strategies: Mastering the CMA
- Home Finance Resource

*There are other courses that satisfy the SRS elective requirement, but they are longer than 8 hours and thus not included with this program. The SRS electives we offer are identified in this catalog.*

<b>\$250</b>	<b>15</b> CE Hours	<b>SRS Course</b>
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You may take this course by itself for CE credit. In order to receive the SRS designation on your license, you must also meet the other requirements.



SELLER REPRESENTATIVE SPECIALIST

**CHAMPIONSLIVE**

Aug 9 - 10 Wed/Thu

Sep 13 - 14 Wed/Thu

Oct 11 - 12 Wed/Thu

Nov 8 - 9 Wed/Thu

Dec 20 - 21 Wed/Thu

Jan 17 - 18 Wed/Thu

Feb 21 - 22 Wed/Thu

#### Day 1 & 2 Schedule

8:30 AM - 4:45 PM

SRS: 32071

		Page #	ABR Elective	SRS Elective
<b>New Home Construction</b>	<b>NHC</b>	31	✓	
<b>Pricing Strategy Advisor</b>	<b>PSA</b>	28	✓	✓
<b>Real Estate Negotiation Expert</b>	<b>RENE</b>	29	✓	✓
<b>Real Estate Professional Assistant</b>	<b>REPA</b>	31		
<b>Seniors Real Estate Specialist</b>	<b>SRES</b>	30	✓	✓
<b>Seller Representative Specialist</b>	<b>SRS</b>	27	✓	

# SPECIALTY PROGRAMS

# ADD-ONS



23 CE Hours

Courses included in this program:

- Accredited Buyer Representative (ABR) core class
- One elective: NHC, MRP, PSA, HFR, or MSLG

~~\$389~~  
**\$369**  
 SAVE \$20



23 CE Hours

Courses included in this program:

- Seller Representative Specialist (SRS) core class
- One elective: MRP, PSA, or HFR

~~\$389~~  
**\$369**  
 SAVE \$20

## 11-Hour CE

Courses included in this program:

- Legal Update I & II
- Contract Review

~~\$110~~ **\$80**

## 8-Hour CE

Courses included in this program:

- Legal Update I & II

~~\$80~~ **\$60**

TREC requires agents to complete 18 hours of CE every two years, including 8-Hour Legal Update I & II and 3-Hour Contract Review. These can be added to any designation at a discounted price.

Legal Update I: 42039; Legal Update II: 42040; Contract Review: 44363

REAL ESTATE DESIGNATIONS & CERTIFICATIONS

## PRICING STRATEGY ADVISOR (PSA)

CERTIFICATION

Nail down the comparative market analysis (CMA) and become an invaluable counsel to both sellers and buyers.

### Steps

- 1) Complete the one-day Pricing Strategies: Mastering the CMA (PSA) course at Champions School of Real Estate
- 2) Pay the one-time credentialing fee of \$179 to the National Association of REALTORS® (NAR)
- 3) Remain in good standing with NAR

### PSA Course Information

**\$139**

**8**  
CE Hours

**ABR & SRS**  
Elective

### Learn how to:

- Perform a CMA to estimate the probable selling price of a property
- Analyze neighborhoods, regional markets, and trends
- Adjust comparables using averages and cost data
- Discuss CMA conclusions and implications with clients



**CHAMPIONSLIVE**

Aug 18	Fri
Sep 22	Fri
Oct 20	Fri
Nov 17	Fri
Dec 22	Fri
Jan 19	Fri
Feb 23	Fri

### Schedule

8:30 AM - 5:15 PM

PSA: 33058

## HOME FINANCE RESOURCE

CERTIFICATION

Help aspiring homeowners navigate the complicated process of home financing.

### Steps

- 1) Complete the one-day Home Finance Resource (HFR) course at Champions School of Real Estate
- 2) Pay the one-time credentialing fee of \$89 to the National Association of REALTORS® (NAR)
- 3) Remain in good standing with NAR

### HFR Course Information

**\$139**

**8**  
CE Hours

**ABR & SRS**  
Elective

### Learn how to:

- Lead buyers through loan prequalification, preapproval, and financing processes
- Implement Fair Housing practices and the NAR Code of Ethics
- Communicate market conditions to buyers
- Explain the different types of mortgage products, processes, and application requirements
- Help buyers with low credit scores secure financing



**CHAMPIONSLIVE**

Aug 24	Thu
Oct 26	Thu
Jan 11	Thu

### Schedule

8:30 AM - 5:15 PM

HFR: 43988

# BUNDLED PROGRAMS

## 10-Course Program

110 CE Hours

Courses included in this program:

- ABR
- ALHS
- CHMS
- MRP
- NHC
- PSA
- RENE
- SRES
- SRS
- MSLG

~~\$2084~~  
**\$1904**  
 SAVE \$180

## 5-Course Program

47 CE Hours

Courses included in this program:

- Certified Home Marketing Specialist
- New Home Construction
- Pricing Strategies: Mastering the CMA Course
- Real Estate Negotiation Expert

~~\$1017~~  
**\$942**  
 SAVE \$75

## 3-Course Program

31 CE Hours

Courses included in this program:

- Pricing Strategies: Mastering the CMA Course
- Real Estate Negotiation Expert

~~\$639~~  
**\$609**  
 SAVE \$30

REAL ESTATE DESIGNATIONS & CERTIFICATIONS

## MILITARY RELOCATION PROFESSIONAL

CERTIFICATION

Help veterans and active-duty service members navigate relocation, DoD housing policy, and home financing.

### Steps

- 1) Complete the one-day Military Relocation Professional (MRP) course at Champions School of Real Estate
- 2) Pay the one-time credentialing fee of \$195 to the National Association of REALTORS® (NAR)
- 3) Remain in good standing with NAR

### MRP Course Information

**\$139**

**8**

CE Hours

**ABR & SRS**

Elective

### Learn how to:

- Interpret how Department of Defense policies impact service members' housing
- Guide service members through the permanent change-of-station (PCS) process
- Explain the basics of Veterans Affairs (VA) financing and connect prospective buyers with VA financing lenders
- Compare military basic allowance for housing (BAH) rates to market area home prices, mortgage rates, and rents



### CHAMPIONS LIVE

Aug 11	Fri
Sep 15	Fri
Oct 13	Fri
Nov 10	Fri
Dec 15	Fri
Jan 12	Fri
Feb 16	Fri

### Schedule

8:30 AM - 5:15 PM

MRP: 42557

## REAL ESTATE NEGOTIATION EXPERT

CERTIFICATION

Enhance your communication tactics with the only NAR-recognized negotiation credential.

### Steps

- 1) Complete the two-day Real Estate Negotiation Expert (RENE) course at Champions School of Real Estate
- 2) Pay the one-time credentialing fee of \$159 to the National Association of REALTORS® (NAR)
- 3) Remain in good standing with NAR

### RENE Course Information

**\$250**

**15**

CE Hours

**ABR & SRS**

Elective

### Learn how to:

- Navigate through the different types and phases of negotiations
- Establish a strong bargaining position using various negotiation concepts
- Adjust communication styles on the fly to achieve optimal results
- Negotiate via all media (by phone, email, text, or video call)
- Recognize negotiation tactics and patterns



### CHAMPIONS LIVE

Jul 31 - Aug 1	Mon/Tue
Aug 28 - 29	Mon/Tue
Sep 25 - 26	Mon/Tue
Oct 30 - 31	Mon/Tue
Nov 27 - 28	Mon/Tue
Jan 2 - 3	Tue/Wed
Feb 5 - 6	Mon/Tue

### Day 1 & 2 Schedule

8:30 AM - 4:45 PM

RENE: 32213



## ACCREDITED LUXURY HOME SPECIALIST

### DESIGNATION

Thrive in the world of luxury real estate and join the Luxury Home Council's registry of agents with this esteemed designation.

#### Steps

- 1) Complete the Accredited Luxury Home Specialist (ALHS) course at Champions School of Real Estate
- 2) Close two transactions in the luxury home field (where the purchase price is at least twice the average sales price in the market) within 2 years of taking the course
- 3) Maintain membership in the Luxury Home Council (annual dues are \$99) and your real estate regulatory agency

*The first year of membership is complimentary.*



### ALHS Course Information

**\$289** **10**  
CE Hours

#### Learn how to:

- Market to affluent clients and develop a reliable luxury client base
- Negotiate as a luxury home specialist
- Master the first impression and make luxury clients feel special
- Prepare for luxury home showings
- Cater your services to various luxury consumer types

#### CHAMPIONSLIVE

Jul 26 - 27 Wed/Thu

Aug 30 - 31 Wed/Thu

Sep 27 - 28 Wed/Thu

Oct 18 - 19 Wed/Thu

Nov 14 - 15 Tue/Wed

Dec 12 - 13 Tue/Wed

Jan 24 - 25 Wed/Thu

Feb 21 - 22 Wed/Thu

#### Day 1 & 2 Schedule

8:30 AM - 4:45 PM

ALHS: 42551

REAL ESTATE DESIGNATIONS & CERTIFICATIONS

## SENIORS REAL ESTATE SPECIALIST

### DESIGNATION

Support seniors in all housing issues and gain a thorough understanding of how government policies impact senior housing concerns.

#### Steps

- 1) Complete the two-day Seniors Real Estate Specialist (SRES) course
- 2) Remain in good standing with the National Association of REALTORS® (NAR) and in the SRES council (annual dues are \$99)

*Annual dues are waived for the first year. Fee is \$99 thereafter.*

### SRES Course Information

**\$250** **15** **ABR & SRS**  
CE Hours Elective

#### Learn how to:

- Differentiate between senior housing options, from age-restricted communities to assisted living facilities
- Assist seniors with Housing for Older Persons Act (HOPA) applications
- Use of pensions, 401(k) accounts, and IRAs in real estate transactions
- Explain how Medicare, Medicaid, and Social Security affect real estate decisions
- Protect clients from mortgage finance and loan schemes that target seniors
- Adapt presentation and counseling methods for senior clients



#### CHAMPIONSLIVE

Aug 16 - 17 Wed/Thu

Sep 20 - 21 Wed/Thu

Oct 18 - 19 Wed/Thu

Nov 8 - 9 Wed/Thu

Dec 27 - 28 Wed/Thu

Jan 31 - Feb 1 Wed/Thu

#### Day 1 & 2 Schedule

8:30 AM - 4:45 PM

SRES: 31836

## MARKETING STRATEGY & LEAD GENERATION

**\$139** **8** **COURSE** **ABR**  
CE Hours Elective

Stand out from the crowd and build a unique and balanced marketing strategy that works in today's market.

#### Learn how to:

- Develop an effective marketing strategy and define your own brand
- Create a unique value proposition and demonstrate your appeal to clients
- Determine your target market and carry out appropriate marketing techniques to reach your audience
- Leverage social media for marketing purposes and lead generation
- Track and measure your marketing efforts
- Follow up and convert potential leads into lifelong clients



#### CHAMPIONSLIVE

Jul 28 Fri

Sep 29 Fri

Dec 1 Fri

Jan 26 Fri

#### Schedule

8:30 AM - 5:15 PM

MSLG: 38540





## CERTIFIED HOME MARKETING SPECIALIST

**CERTIFICATION**

Become an expert in home staging and ensure buyer appeal with this credential, created by Martha Webb, author of "Dress Your House for Success."

**Steps**

- 1) Take the Certified Home Marketing Specialist course at Champions School of Real Estate
- 2) Add the CHMS certification to your license

### CHMS Course Information

**\$239** **8** CE Hours

**Learn how to:**

- Properly stage homes to ensure they will sell
- Address awkward and difficult issues such as clutter, odors, and pets
- Stage homes using low-cost, high-impact techniques
- Use color to increase buyer appeal
- Take attractive photos for advertising purposes

**CHAMPIONSLIVE**

Aug 10	Thu
Sep 20	Wed
Oct 12	Thu
Nov 8	Wed
Dec 5	Tue
Jan 9	Tue
Feb 8	Thu

Schedule	
8:30 AM - 5:15 PM	
CHMS: 43818	



## REAL ESTATE PROFESSIONAL ASSISTANT

**CERTIFICATION**

Both real estate assistants looking to optimize their potential and established agents hoping to provide their assistants with top-tier training benefit from this popular certification.

**Steps**

- 1) Take the Real Estate Professional Assistance (REPA) course at Champions School of Real Estate
- 2) Apply strategies and become an irreplaceable part of an agent's team

### REPA Course Information

**\$250** **15** CE Hours

**Learn how to:**

- Support a real estate agent or team in all operations
- Implement a marketing plan on behalf of an agent or team
- Prepare for and conduct client interviews
- Develop a strategy for post-transaction client engagement
- Work with vendors and service providers



**CHAMPIONSLIVE**

Sep 13 - 14	Wed/Thu
Jan 10 - 11	Wed/Thu

Day 1 & 2 Schedule	
8:30 AM - 4:45 PM	
REPA: 41902	



## NEW HOME CONSTRUCTION and Buyer Representation: Professional, Product, Process

**\$139** **8** CE Hours **COURSE** **ABR** Elective

Guide clients through the process of building and customizing a new home.

**Learn how to:**

- Guide buyers through the purchase transaction of a new construction
- Evaluate builders and help clients choose the right one for their needs
- Work with the builder's sales representative and develop a mutually beneficial relationship for the homebuyer



**CHAMPIONSLIVE**

Aug 4	Fri
Sep 8	Fri
Oct 6	Fri
Nov 3	Fri
Dec 8	Fri
Jan 5	Fri
Feb 9	Fri

Schedule	
8:30 AM - 5:15 PM	NHC: 32072

REAL ESTATE DESIGNATIONS & CERTIFICATIONS