

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®.

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For more information about Texas REALTORS® or buying or selling a home in Texas, visit TexasRealEstate.com.



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