

# NAR Certifications & Designations



## 5 Ways to Get More From Your Designations



### Don't Depend on Acronyms

A list of letters after your name won't mean much to most people. Use the full name of the designation where you can. For designation names that don't clearly describe what they represent, a short explanation is valuable.

### Market Your Higher Level of Knowledge and Skill

Describe in your marketing materials and in person how much training you took and how that knowledge translates to better results for your clients. If your designation is not widely held, mention that, too.

### Mine Referrals

Some designations have a formal process to give and receive referrals. For those that don't, you can attend events to network with designees from outside your market.

### Get Found

Make sure your designation information is up to date in REALTOR® searches and other listings where people search for agents.

### Use What You Learned

Even if you earned the designation years ago, you can review course materials, access online discussion groups, read magazines and emails, and find other ways to continue to benefit.