



WHY USE A CERTIFIED RESIDENTIAL SPECIALIST (CRS)?

Today, home buying and selling is faster, more complex, and more competitive in every way. Choosing the right realtor will make the process easier for you.

Experience – To earn the Certified Residential Specialist (CRS) Designation, every Realtor must have significant experience and volume of real estate transactions.

Ethics – Every CRS Designee is required to maintain membership in the National Association of Realtors and abide by its strict Code of Ethics.

A Focus on Home Selling and Buying – To help make the home selling and buying process more rewarding, every CRS Designee must have a proven track record in the business, as well as advanced education in related areas like finance, technology and marketing.

Technology Expertise – The training available to CRS Designee includes a strong focus on technology and its applications in the real estate business



WHY USE AN ACCREDITED BUYER REPRESENTATIVE (ABR)?

Depending on the law in your state and the business arrangement you have with a licensed real estate agent, that agent may actually be negotiating for the seller, **not** you the buyer. The best way to be certain that an agent is working in your best interest is by signing a buyer representation agreement with an agent.

A buyer's representative represents the consumer who is purchasing property, not the seller. Although state law varies, a buyer's representative usually works for and owes fiduciary responsibilities to the real estate buyer. It is the buyer representative that has the buyer's best interest in mind throughout the entire real estate transaction.

Why should you look for the ABR designation before looking for a home? These three letters after a Realtor's name tell you that you will be working with a buyer representative who is committed to your best interest. The ABR Designation is awarded by the Real Estate Buyers Agent Council to Realtor who has met the specific education and experience criteria needed to provide the high level of qualified service required by REBAC.