



About ERI

The Esteemed REALTOR® Institute was developed to provide a pathway for professional development and success for REALTORS®, both those starting out and those with experience, by offering targeted courses that assist in REALTOR® development. This program rewards those who choose to follow this path as they finish each pillar and eventually the entire program. The courses are based on practical knowledge offered through new and existing courses. This is an easy way to track some of the most important information needed to assist in the REALTOR's® professionalism and success. Awards for each Pillar will be presented annually to those who complete the required and elected courses at each stage. Course work completed at your own pace.

Here to Help

Questions?

Please reach out to WCAR's Professional Development department:
education@wcartn.org or 615-732-5175



Foundation

Students will complete core classes to prepare them for the day-to-day business of a licensed REALTOR®

✓ Class Name

Contracts: Putting the Pieces Together

Successful Business Planning in a Changing World

Home Inspections

Contract to Close

Mortgage Lending: Behind the Scenes

Success with Sellers

Realtracs: Basic

Realtracs: Advance

Community Association (Homeowners Association/ HOA)

Transaction Desk: Basic or Advanced

Marketing Strategy and Lead Generation (ABR elective)

Why Every Buyer Needs Tittle Insurance

Nine (9) offerings required for Foundation pillar
Five (5) required offerings listed in red
Any four (4) electives listed in black



Success

Students have mastered core competencies and now focus on generating consistent business and building confidence.

✓ Class Name

Any 2 Graduate REALTOR® Institute courses (GRI)

CRS 200: Business Planning and Marketing for the Residential Specialist

e-Pro Certification

CRS 126: 7 Things Successful Agents Do Differently: A Proven Business System

Accredited Buyer's Representative (ABR)

Seller Representative Specialist (SRS)

You're a Boss

Any 1 REALTOR® Property Resource (RPR) class

CRS 204: Buying and Selling Income Properties

Successfully Selling HUD Homes

New Home Construction and Buyer Representation (ABR elective)

Any eight (8) offerings required for Success pillar



Master

Successful students refine their daily operations, seek efficiencies, value- proposition and exceptional customer service.



Class Name

Any 2 Graduate REALTOR® Institute courses (GRI)

CRS 125: Zero- 60 Sales a Year (and Beyond)

CRS 210: Building an Exceptional Customer Service Referral Business

Real Estate Negotiation Expert (RENE) OR Certified Negotiation Expert Certificate

Short Sales and Foreclosures Certification (SFR)

Seniors Real Estate Specialist (SRES)

Ninja Installation (4 day course)

Certified Luxury Home Marketing Specialist (CLHMS)

The Nitty Gritty of Managing Residential Property

1031 Exchange Course

The Enhanced Policy

All My Exes

Any six (6) offerings required for the Master pillar



Leadership

Students have mastered day-to-day business and now cast their gaze on instructing new REALTORS®, serving their profession and creating a legacy.



Class Name

Office Broker Management

Recruiting for Success

Managing a Multi- Generational Business

Performance Leadership- Coach, Manage and Mentor

Building a Business Plan That Gets Results

Certified Residential Specialist (CRS)

Performance Management Network Designation (a. Business of your Business b. Networking and Referrals: Building Business and Profit, c. Effective Negotiating for RE Professionals)

CRS 127: Succession Planning- Building, Valuing and Selling Your Business

NAR Leadership 100

WCAR Leadership Academy

Certified Real Estate Team Specialist (CRETS)

Any six (6) offerings required for the Leadership pillar

