



Broker Benefits from Today's GRI Program

What can you expect?

- Up-to-date information for your new and seasoned agents
- Well-educated agents who are less likely to do something for which YOU end up in court
- Increased earnings potential of both you and your agents
- Training availability required of you as a Managing/Supervising Broker by the Real Estate Board Regulations

AND

- Fulfills Continuing Education and Post-Licensure requirements!!!



“*My GRI designation is an industry standard of achievement and professionalism which sets me apart from non-GRI agents....*”

— Jim Dolan, GRI
Century 21 AllService, Lynchburg

What is the REALTOR® Institute?

REALTOR® Institute classes cover everything from understanding agency to the psychology of the sale. Completing the REALTOR® Institute courses allows a REALTOR® to use the GRI designation after his or her name; GRI stands for Graduate, REALTOR® Institute. The GRI designation is recognized nationally as the standard for real estate professionalism and knowledge.

I feel that the GRI designation has given me a greater sense of accomplishment, professionalism, and confidence. The GRI designation is well respected, and I gained a lot from the education; some of it was review, but much of it was new information."

*Linda Laub Canty,
ABR, GRI, e-Pro, SRES
1st Choice Better Homes, Fredericksburg*

hold membership in the National Association of REALTORS® and you must complete the GRI Designation Application.

Who should attend the REALTOR® Institute?

Real estate professionals who want a competitive edge. Agents, brokers, office managers, new REALTORS® and seasoned real estate professionals all benefit from the up-to-date information offered at the REALTOR® Institute. Attendance is open to non-REALTORS®, however, REALTOR® membership is required in order to be awarded the GRI designation.

Why attend the REALTOR® Institute?

Benefits to Agents:

- Learn the latest farming, listing, financing and marketing techniques
- Gives greater professionalism
- Increases earning potential
- Introduces you to colleagues for referrals and networking
- Research shows that sales agents with the GRI earn at least 35% more than non GRIs

How do I earn my GRI designation?

To earn the GRI designation in Virginia, you must complete the nine "required" modules and take three of the five "optional" modules. Virginia's REALTOR® Institute program consists of twelve one-day modules of 7 1/2 hours each and has ranked as one of the country's top Institute programs. You must receive a passing grade for each module examination and you may not miss more than 15 minutes of any one module session. You must

How can the REALTOR® Institute help with Continuing Education credits?

- You can fulfill all continuing education requirements for a two-year licensing period.
- New licensees can get all 30 hours of post-licensure education required in the first two years after initial licensure (as of 1/31/2005, the nine required modules fulfill the requirement for the residential track).
- RI 410, in addition to approval for Continuing Education and Post-Licensure, also fulfills NAR's 2.5-hour quadrennial ethics training requirement.

To get CE credit, or just as a refresher, agents who already have the GRI designation may attend modules on a space-available basis at a fraction of the regular cost.

How do I begin?

Just do it! If you have never taken part in the GRI program, you may begin by signing up for any of the modules. Since you don't have to take the modules in any particular order, you can customize the program to fill your specific needs at any time. GRI tuition is affordable, and classes are held throughout the state. Contact the Virginia Association of REALTORS® for a schedule and registration, or visit www.VARealtor.com and click on Education/REALTOR® Institute.

Early-bird registration for VAR members is only \$85, and \$100 for regular registration. Non-members may register for \$135 (early bird) and \$150 (regular).*

I've had my GRI designation since 1979. It's helped when working with clients; when they see that I have a GRI designation, they ask about it and comment on how they feel that this means I am more knowledgeable about the real estate industry. I've also had other agents call from other states to give me referrals because they also believe that I'm more knowledgeable because of having the GRI designation."

*— Barbara Smith, GRI
Century 21 TEAM Real Estate, Stafford*



Contact the Virginia Association of REALTORS® at (800) 755-8271 or visit the VAR website at www.VARealtor.com for more information.

*Information current as of 3/1/2005; registration rates subject to change.



“ *The GRI designation helps give you a more thorough understanding of the real estate industry. It also helps give you a clearer understanding of agency.* ”

— Virginia Walton, ABR, GRI
Century 21 C.F. Scott, Chester



“ *The GRI designation has helped broaden my knowledge of the real estate industry.* ”

— Donna E. Field, GRI
Executive Realty International, Falls Church



“ *I think that the GRI designation behind someone’s name shows that they are dedicated to the profession and dedicated in what they are doing. I have had my GRI designation since 1993. The GRI designation has increased my networking opportunities with other agents.* ”

— Gail Penman, GRI
Century 21 TEAM Real Estate, Stafford



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