

NAR's MILITARY RELOCATION PROFESSIONAL (MRP) CERTIFICATION FACT SHEET

What: The Center for Specialized REALTOR® Education is pleased to announce the launch of NAR's Military Relocation Professional (MRP) certification.

Why: Active-duty service members and veterans represent a significant potential client base for NAR members. Active duty personnel number more than 1.1 million and approximately 70% choose private sector homes for their housing needs. Veterans number more than 22 million. Real estate transactions for relocating military personnel are unique in many aspects. The time frame can be significantly compressed. Military service members may have only days to see homes, make an offer, and get under contract. Military service members may be deployed during the real estate transaction, which may require a power of attorney.

HOW TO EARN THIS CERTIFICATION: REALTORS® must complete a pre-class reading assignment, attend the one-day Military Relocation Professional Certification Core Course (classroom available now, online via REALTOR® University in November 2013) and pass its final exam, and complete two 1-hour Webinars. Upon completion of those requirements, REALTORS® submit application to NAR with \$195 application fee, which is discounted to \$149 through December 31, 2013.

Benefits: This one-day certification program offers NAR members a variety of benefits, including:

- Training on how to best counsel U.S. service members and their families to find housing solutions that best suit their needs in a military relocation—called a permanent change of station (PCS)
- Education on how eligible active-duty service members and veterans can leverage VA financing benefits in the purchase of their home
- Differentiation as an MRP at REALTOR.org and realtor.com®
- Access to an exclusive online network to locate other Military Relocation Professionals for referrals and to share ideas
- Use of the MRP logo and marketing materials to promote to consumers and peers
- Quarterly e-Newsletter

A portion of the application fee will be donated to a homeless veteran's service organization that serves military veterans and assists with their housing needs.

Marketing Channels: Integrated plan to reach members via email, free channels (including President's blog on realtor.org, INS, newsletters), education partners (including state / local associations, franchises, REALTOR® University), paid marketing channels (RAE Magazine, RIS Media article), and NAR public affairs press release

NAR CONTACT INFORMATION:

Website: www.MilitaryRelocationPro.org

REALTOR® University: <http://www.realtoru.com>

Course Registration: www.training4re.com

Course Registration at NAR's Annual Convention:

<http://www.realtor.org/educsess.nsf/PagesLUNew/13confREBACmilitary>

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