

GRI Designation Requirements

To obtain a Graduate Realtor Institute (GRI) designation each student is required to earn a total of twelve (12) GRI credits totaling 96 hours of instruction, covering subjects in: Business Development; Sales & Marketing; Customer & Client Services; Cultural Diversity; Risk Management; Contract Law; Technology; and Professional Standards.

Louisiana REALTORS breaks down the hours of instruction into a specific set of courses required to complete the GRI designation. Courses do not have to be taken in any particular order, but must be completed within 5 years from the date of initial course. Repeating a course that you have already taken will not earn additional credits. **Please Note: All credits earned by students in the middle of obtaining GRI designation will be considered.**

Core Courses	Course Description	Course Credit
X-Selleration	X-Selleration is a two-part program that guides REALTORS to build a solid foundation for a strong, lasting career in the "real world" of real estate. This course is great for agents wanting to increase productivity and stay out of trouble.	4 days (two, 2-day modules) and earns 4 GRI credits. 16 hours CE pending.
ABR (Accredited Buyer Representative) Designation	The Accredited Buyer Representative (ABR) educates and prepares buyer's reps to provide superior service and fidelity to buyers and offers methods for building a buyer representation business. In each course module, students examine a different topic that creates a comprehensive guide to help become an effective, efficient and profitable buyer's representative. To earn the ABR Designation, you must also take one (1) REBAC elective.	2 days and earns credit towards the ABR designation, 2 GRI credits, and 8 hours of CE.
SRS (Seller Representative Specialist) Designation	This course focuses on providing students with tools necessary to cover the ins and outs of working with seller clients. It is designed to address the challenges seller agents face on a day to day basis. Covering the basics of agency responsibilities and teaches cutting edge approaches to enhance how the selling public is represented.	2 days, earns 2 GRI credits and 8 hours of CE.
At Home with Diversity	At Home with Diversity teaches real estate professionals how they can increase their sensitivity and adaptability to future market trends. It addresses issues of diversity, fair housing, and cultural differences. Participants will learn practical skills and tools to expand business and effectively service all cultural groups. This course will be accepted taken live in classroom or online through REALTOR University	1 day and earns 1 GRI credit.
Additional Courses	Course Description	Course Credit
Finance Course	Choose one (1) of the following Finance courses	
Life is Credit	What a sales professional knows about consumer credit and the credit scoring system can change the way they do business. This course reviews all there is to know about credit scoring, which will influence students personally and professionally. Learn what your clients need to know about their credit.	1 day, earns 1 GRI credit, and 8 hours of CE.
Know Your Numbers & Win Sales	This course will leave students with a deeper understanding of how current market statistics affect their business and how the Federal Reserve and Federal Housing Finance Agency are actively involved. This course also teaches ways to explain to customers the difference between a Primary and Secondary market and gain a better understanding of interest rates and the economy.	1 day, earns 1 GRI credit, and 8 hours of CE.
Technology Course	Choose one (1) of the following Technology courses	
Power of Technology	This program is specifically designed to identify technology that needs to be used in the real estate world. This program will give you the tools you need to effectively communicate with your clients and today's consumers.	1 day and earns 1 GRI credit.
Web Empowered Agent	Real estate licensees are using the Internet more and more to market their services and properties, communicate with clients and customers and to transact business. This brings about a number of areas of risk to the licensee. REALTORS must be certain that they are in compliance with federal and state laws regarding Internet use and advertising and they are protecting the privacy of clients. REALTORS must also adhere to the National Association of REALTORS Code of Ethics as it pertains to advertising, electronic communication, representation issues, etc.	1 day, earns 1 GRI credit, and 2 hours of CE.
e-Pro	Can only be taken online at www.epronar.com . This recently updated course is designed to ensure success in internet marketing efforts.	Earns 1 GRI credit.
REBAC Elective	Choose one (1) of the following REBAC electives to complete the ABR designation	
Effective Negotiating for Real Estate Professionals	This course helps students gain a strong competitive advantage in securing agreements by negotiating in a more powerful and productive way. Students will learn the difference between positional bargaining and value negotiating and explore the benefits, tactics and risks involved. Discover how to secure the best outcomes for your clients. Learn to identify problems and solutions in negotiating. Move beyond the barriers of impasse to mutually beneficial agreements.	1 day, counts as 1 REBAC elective credit, earns 1 GRI credit, and 4 hours of CE.
Real Estate Marketing Reboot	This course will increase awareness of how significantly the home buying process has changed in the past decade, and how to improve real estate marketing strategy to change with it. Students will learn how to develop innovative and effective ways to market their services to any homebuyer. The course explores the buyer counseling session in great detail and looks at marketing opportunities and points of differentiation.	1 day, counts as REBAC elective credit and earns 1 GRI credit.
Short Sales and Foreclosures: What Buyer's Representatives Need to Know	For many real estate professionals, short sales and foreclosures represent the new "traditional" real estate transaction. This course helps students evaluate all available options for distressed homeowners and identify the components of an effective short-sale package. This course looks at how real estate professionals can counsel buyer-clients in the purchase of foreclosure properties. And as a practical resource, this course shows students how consumers can avoid foreclosure in the future.	1 day, counts as 1 REBAC elective credit, earns 1 GRI credit, earns credit towards SFR certification, and 8 hours of CE.
NAR's Green Designation Core Course	NAR's Green Designation Core Course encourages the real estate professional to be an advocate for green principles in the design and use of homes and commercial buildings and a positive force for creating sustainable communities. *Please Note: This course taken alone WILL NOT earn 2 GRI credits.	2 days and counts as 1 REBAC elective credit and earns 1 GRI credit and 8 hours of CE.