



GRADUATE,
REALTOR®
INSTITUTE

EARNING THE GRI DESIGNATION IS A WAY TO STAND OUT TO PROSPECTIVE BUYERS & SELLERS AS A REALTOR® WHO HAS GAINED IN-DEPTH KNOWLEDGE ON TECHNICAL SUBJECTS AS WELL AS FUNDAMENTALS OF REAL ESTATE.



GRI DESIGNEES:

- Have pursued a course of study that represents the minimum common body of knowledge for progressive RE professionals.
- Have developed a solid foundation of knowledge & skills to navigate the current real estate climate- no matter what its condition.
- Are recognized nationally.
- Act with professionalism & are committed to serving their clients & customers with the highest ethical standards.

Curriculum Overview

Market Knowledge

Neighborhoods & property amenities, considerations for housing types, developing CMAs & impact of MLS, financing options & home buying programs, inspections & appraisals/valuations.

Business Skills

Prospecting, buyer & seller services, creating your niche market, negotiations, creating & implementing your brand.

Systems & Tools

Record retention, form platforms, & applications, website portals, marketing tools, hardware & software to streamline your business.