

## CERTIFICATIONS AND DESIGNATIONS

The Institute offers specialized certifications/designations for you to showcase particular skill sets. Students, who successfully complete all of the courses in these course series will be awarded a certification or designation, receive a recognition certificate, and a special flair on their profiles in Access.

*Certifications/designations are processed monthly and will be sent to the Institute Program Manager for distribution.*

### FOR SALES ASSOCIATES

(Also available to Leaders)

#### **LeadingRE Sales Gold (LSG)**

*Located under Certifications in the Course Catalog (Gold 101-111)*



LeadingRE  
SALES GOLD

Complementing foundational sales skills in the LSS certification, these courses featuring industry leaders help you hone critical real estate-specific skills including reading markets, negotiation, pricing, sales momentum, property marketing, creating an Online presence, performance tracking and self-management. Go for the Gold!

#### **LeadingRE Agent Team Leader**

*(Located under Certifications in the Course Catalog (ATL - 101-110)*



AGENT TEAM  
LEADER

The Agent Team Leader certification prepares agents with the knowledge needed to determine if launching a team is a good option for them and if so, what steps to take to increase success and create value.

#### **LeadingRE Sales Specialist (LSS)**

*Located under Certifications in the Course Catalog (Sales 101-112)*



SALES  
SPECIALIST

In a perfect world, sales people would always sell to the top. The key is knowing how to navigate your way there. These courses help strengthen and polish your foundational sales skills. Courses include: Branding, Strategy Development, Readiness, Prospecting, Discovery, Serving, Sales Story, Sales Navigation, Communication, Debrief, Commitment, and Loyalty.

#### **LeadingRE Service Expert (LSE)**

*Located under Certifications in the Course Catalog (Service 101-112)*



SERVICE  
EXPERT

Being a representative of your company comes with the responsibility to serve the customer, the best way possible. How can you turn satisfactory service into exceptional, memorable service? You can find out by taking this innovative track. Courses include: Customer Expectations, Great Service, Gratitude, Communication, Active Listening, Angry Customers, Find Opportunity, Accountable, Thoughts and Actions, Dynamic Service, Internal Customer, and Make a Difference.

#### **LeadingRE Marketing Specialist (LMS)**

*Located under Certifications in the Course Catalog (Marketing 101-114)*



MARKETING  
SPECIALIST

Institute's Dean of Innovation, Matthew Ferrara delivers information about a variety of online and offline technologies you can incorporate to enhance your value to clients. Learn about best practices and modern marketing to use in organizing your sphere of influence, build business, promote yourself, and sell more homes.

## FOR SALES ASSOCIATES CONTINUED

(Also available to Leaders)

**NOTE:** Earning the LeadingRE Relocation Specialist (LRS) designation does not guarantee eligibility for receiving referrals within your brokerage. Check with your relocation department to determine your company's specific requirements.

## FOR LEADERS - BROKERS, MANAGERS AND SUPPORT TEAMS

(Not available to Sales Associates)

### LeadingRE Target Marketing Specialist (TMS)

Located under Certifications in the Course Catalog  
(TMS - 101 - 108)



TARGET  
MARKETING  
SPECIALIST

Understanding and relating to today's real estate consumer is key to attracting and servicing clients in an efficient, relevant way. LeadingRE's exclusive, ground-breaking Consumer Segmentation research identifies the specific differentiated personas into which virtually every real estate consumer falls – and provides the insights and tools to build meaningful relationships with their prospects, customers and sphere of influence. Is your client a Self-Sufficient, a Contended, or a Prime Mover? Use these courses to learn about the various personas and how to identify and connect with each of them for more efficient, results-oriented sales and marketing.

### LeadingRE Relocation Specialist

Located under Relocation in the Course Catalog  
(Relo 101-111)



RELOCATION  
SPECIALIST

These courses provide an excellent overview of referral and relocation industry practices. Courses include: Relocation Orientation, The Outgoing Referral Part of Your Plan, Recognize Opportunities, Understanding the Transferee, Preparing for Incoming Referrals, The Home Finding Campaign, Understanding Relocation Management Companies, How Premarketing & Home Sale Programs Work, Home Sale Listings, Corporate Inventory Listings, How to Prepare an Effective WERC BMA.

### LeadingRE Certified Leader (LCL)

Located under Leadership in the Course Catalog  
(Leaders 101-113)



CERTIFIED  
LEADER

\*Available to Leaders Only\* An innovative Leadership program provides an in-depth foundation built upon established leadership principles and practice. This program focuses on personal values and behaviors, improvement concepts and applied leadership skills, and personal philosophy. Courses include: Commitment, Expectations, Paying Attention, Leadership Styles, Feedback, Delegate, Rewarding Success, Managing Disrespect, Mojo, Influence Up, Improving Self, Peer Coaching, Effective Meetings, and Leadership Networks.

### LeadingRE Global Relocation Professional (GRP)

Located under Relocation in the Course Catalog  
(Relo 101-111)



GLOBAL  
RELOCATION  
SPECIALIST

Whether you are a seasoned relocation professional or brand new to the industry, the GRP modules are designed to provide comprehensive education and training on a variety of topics including: network referral policies and procedures, managing international referrals, how to implement relocation guidelines, network resources and tools, and how to promote your LeadingRE affiliation in your local market. Upon completing the modules, you will receive the Global Relocation Professional Designation in the directory and on Access signifying your working knowledge of the basics of relocation and the network's policies and procedures. The GRP is a three year certification and you will be required to complete a network policies and procedures module and pass an exam every three years to retain your certification.