Speaker 1 ([00:00](https://www.rev.com/transcript-editor/shared/FkrtBb73Qk5Km0mxGmNfc5CPNppmjL7ReAyoLfO6iy4zdtop0x3uvZhIHoQUJn-IUc6n_zGxm-_67KNA_h6CpZt3H9s?loadFrom=DocumentDeeplink&ts=0.48)):

You are watching Drive with NAR, the REALTOR® to REALTOR® series, powered by REALTOR® Magazine. Tune in as real estate professionals talk tools of the trade and share stories of inspiration. Get ready to step up your business. I'm your host, Marky Lemon Drive. We'd like to thank NAR Center for REALTOR® Development for sponsoring this month's episode. You've worked hard to earn one or more's professional real estate designations or certifications, and you should feel proud. They're worthy achievements, but what's in it for your clients? You need to demonstrate that the expertise you gained is in their best interest and it's more than you bragging on yourself. Today I'm joined by two real estate professionals and combined we have 88 designations and certifications earned. We're getting into why marketing your expertise matters, and the best ways to do it. We have Jay Quigley, the broker associate with Florida Executive Realty in Tampa, Florida. Hi Jay.

Speaker 2 ([01:06](https://www.rev.com/transcript-editor/shared/7RgUwziO4KyR_mo63ljAK7-P9PMgYIkQZMbNacVGNk67_DC5ObMnUl0FnwI1Brz-VzuE46UuCY_5G8T_WUYwlwNJqLA?loadFrom=DocumentDeeplink&ts=66.6)):

Hey, Markie. It's great to be here.

Speaker 1 ([01:08](https://www.rev.com/transcript-editor/shared/vr2bZBH4fwVAgxtHH7sa8jrIyubtCgOdn5fPxyDn-OXbs-5J6jkJJl4pNcMvYN8Q093-XjdAmmnSQu3QZvi2z_QQ6ts?loadFrom=DocumentDeeplink&ts=68.19)):

We are elated to have you and Charlene. Rob is a broker owner of Lada Creek Real Estate in Springfield, Ohio.

Speaker 3 ([01:18](https://www.rev.com/transcript-editor/shared/HWES5OrbyC6L0ikoIyd3KdA4bSJk1W4TiVr49eC0uAh3-8rBoeqbGWgrrYHewvpd2V-0oJdgEuqtC-SvA0rQSMvevKA?loadFrom=DocumentDeeplink&ts=78.36)):

Thanks for having me.

Speaker 1 ([01:19](https://www.rev.com/transcript-editor/shared/BbDbY9eLvyAj94oI3MYWLXIHTk-hwmGAqxENDQO0paqhOa5nydltlxZccrDFCIgoanSMPINQZ4h0y8usyCpQxxVNtPA?loadFrom=DocumentDeeplink&ts=79.71)):

Thank you for joining us. Charlene. First, tell our listeners why they might want to consider earning an NAR designation or certification. What have your designations done for you? Have they helped you sell more homes, Charlene?

Speaker 3 ([01:36](https://www.rev.com/transcript-editor/shared/crVSkTg5soCGuiWpaW5A-ZItMYzWFL5Kpw7j4WALYzUUkI5JwlRC5wqjR407EoYKM-l0EdkFtM04m1Gk-VqWbvybl54?loadFrom=DocumentDeeplink&ts=96.81)):

Well, I first started getting designations right after I got my real estate license because I really didn't have anybody that was helping teach me. So I took the GRI designation first, which is an amazing designation that teaches you pretty much everything you need to do for selling real estate. But I didn't feel that was enough, so I kept going on and do have 17 designations. The A BR designation without a doubt helps you with buyers and it makes it a lot easier to get you extra education and keep you on top of what's happening.

Speaker 1 ([02:05](https://www.rev.com/transcript-editor/shared/pfuwNskaYITgH12VjhYbZVy4ESSbaAx4yBdLgXRz4PaZWiE5beryZxxcO-OsfS1diwPKWsW8rCWptSJqm_k30yi0xRo?loadFrom=DocumentDeeplink&ts=125.76)):

Jay?

Speaker 2 ([02:07](https://www.rev.com/transcript-editor/shared/q7UfJG_rM3HoXWXeJBQeknDmGMF6n2E8oRqVg4_Wff8HnK-wfBZ-r0jIT_qhmbX8OuSl4CuoheR0XE-l_b-XdmoWnvM?loadFrom=DocumentDeeplink&ts=127.47)):

Yeah, just like Charlene said, I was brand new into the business and I didn't really have a lot of work. I didn't have a lot of clients, so I thought that was the perfect time to put some tools in my toolbox. And really, the GRI was the first one that I accomplished. And back in the olden days before virtual classes, you had to travel all over the state to catch a few hours here, a few hours there. But once I completed the GRI really felt like a professional.

Speaker 1 ([02:41](https://www.rev.com/transcript-editor/shared/6alun0rTiWaJvhIaqpcJwFKgtdi3ClSlCSYChQDpfcSwj2PF12IsjCJvdnQuChntea0Mx5onr28nldrqE0GcjH4j3qg?loadFrom=DocumentDeeplink&ts=161.19)):

You know what my first designation earned was the A BRI was brand new to the business and quickly realized that the pre-license course did not teach us how to sell real estate. And because I earned that A BR my first full-time year selling real estate, I was able to close $12 million in productivity. So I attribute my real estate success to earning the A BR because it actually taught me how to practice real estate. Beefing up your buyer representation. Knowledge is top of mind right now. Can you share an example of a moment in your business when your buyer training came into play and helped your client close a deal, Jay?

Speaker 2 ([03:27](https://www.rev.com/transcript-editor/shared/xq6hNA2q7akj7TkyiBtlLxmXy8YJ3_JkQUCbSNugYrdxn6poOcr_1M2CLqOJ7ZvB-QoEMnKzRakCKvsNWID0wuyz7GQ?loadFrom=DocumentDeeplink&ts=207.61)):

Yeah, for sure. After I got the A BR designation, it was amazing because I was comfortable using the buyer brokerage agreement. And at the time, about five years ago, I didn't have anybody in my office that was really using it, so I couldn't pick their brain on, okay, do you always make a buyer sign one of these? Well, absolutely. After getting through that class, I realized that that's how we formalized our relationship with our customer or our client. And when all of this came down in August, I really didn't skip a beat because I had been using the buyer brokerage agreement the whole time. And so in doing so, what I have found is that doing the buyer consultation leads naturally to the buyer broker agreement. And at that point, the whole foundation for the relationship, what it is they're looking for, why they're looking for what they're looking for, all of those things come to the table during that very important buyer consultation. And that's one of the things that I really picked up the importance of having a proper buyer consultation.

Speaker 3 ([04:50](https://www.rev.com/transcript-editor/shared/F4C2alp2XOXH4aJxIo-SImKw7RT83LsSezuL3X_vZgKqMZGO5tSUNSbMjbyQYcQWd-rdnnnQCOyyNTq0KUakfTmg21M?loadFrom=DocumentDeeplink&ts=290.05)):

Charlene,

([04:52](https://www.rev.com/transcript-editor/shared/Cxn-nlC7NOwPggD55iVzMWFLoCq9rWhSeeOyFKScvCvAKfgdj4fccxn-z4VNYxYytGaldsThYQ-KD-vD68Kv_XvxMO8?loadFrom=DocumentDeeplink&ts=292.51)):

Mine was a little bit different. I took the A BR designation a long time ago, but nobody in our area was using the buyer broker agreements. So I kind of took pieces and parts from the A BR designation and used those to help me with my buyer consultation to make sure that I was touching on the different points that the buyers needed to know, learn how to build rapport, the communication. But still with all of that background from the A BR class, when this came around and we had to use buyer broker agreements, really there was no issue. It's a matter of just communicating. And that's what it's truly designed to do is make sure that we communicate with our clients and I have no issue using it, and I think it's really good for the industry. It makes everybody have to be on the same level playing field and having their conversations and informing the public of what needs to be done.

Speaker 1 ([05:42](https://www.rev.com/transcript-editor/shared/Ie-rtgnDLC7_D7hzDuGGXawbtxqiP7lTMhQGhcRKgID1BqYkdmOQ4AxXWVeLDuK3fxerNdRifUiIVsQdEABqYh5xpf8?loadFrom=DocumentDeeplink&ts=342.43)):

One of the bigger takeaways I got from the A BR, what your value add, and so if I was to go back to 2007, actually March of 2007, my husband drove me up to Appleton, Wisconsin in a blizzard nine months, so I could then earn the SFR, the short sale foreclosure resource, which of course we trended towards foreclosure short sale markets. Right now, we've had the opportunity to meet with one of the commissioners here in the city of Chicago who stated that due to an increase in real estate taxes, we might see an increase in notice of defaults. And so some of these designations and certifications might not serve you immediately. However, you can always go back to that knowledge in the future when the real estate markets start to shift. We know the real estate market is changing every day, which makes education and training for members even more important. How has the education you received through designations and certification courses help you stay ahead of the curve?

Speaker 3 ([06:46](https://www.rev.com/transcript-editor/shared/_bTC5vUyCWdBmSCTEaebYng10-42021BTKZWGfXgl_lm-uzATwSzCNngoLc7GA3cxLGw6VI65KMdK3v3DEmk0Bz-kRw?loadFrom=DocumentDeeplink&ts=406.49)):

I think the biggest thing is that it keeps us on top of what's happening. By taking each one of the designations, you learn something different, but the underlying thing is it gives you people to communicate with each class that I've taken. There's other people that I can fall back on like Jay. I didn't have a bunch of help when I got my license initially, so I started taking the designations so that I could bounce ideas off of other people. And a lot of times they're not even from your area, so they're willing to share more. But I think the designations have made it possible for me to be extra educated, be able to tell my clients that when I go out and meet with a client, I can tell them that I have multiple designations and that they keep me on top of what's going on in the community, what's going on with the law, what's going on nationally. And I think clients like that. They want to know that you're dedicated and that you're professional and you're working towards your career every day.

Speaker 1 ([07:38](https://www.rev.com/transcript-editor/shared/MC2P3bsL_7bBrjMvQTaK14x15x8wsr60bbtSSisToanthp_gj8CsiEsCNF3cSf016HtSrcm2TTPBoWadbOJvJpqcNIo?loadFrom=DocumentDeeplink&ts=458.59)):

Jay,

Speaker 2 ([07:39](https://www.rev.com/transcript-editor/shared/bjWss7wPiijHxFnV2OhB7b16CpOaBBs9u-t2GDvV2q20W4eTA0ideJmEjwcJmDUJBQnFfLuFarsfHVpJNt73oCOcEKI?loadFrom=DocumentDeeplink&ts=459.89)):

I agree completely with Charlene. The designations and certifications are very important, and when you have 10 or 12 of them, I do think that it's important that we tailor it for the client that we're meeting with for. And it might even also be a situation where you're working with a baby boomer or somebody of that era, and that's when I will use the SRES slick to share with them what that training is going to do to help them achieve their goal, whether it's age in place, downsize, or move to another location.

Speaker 3 ([08:19](https://www.rev.com/transcript-editor/shared/ZQb0Qz0z2axuw1sn7apEM924aeiDAX_xvFlsDPO1i615ed_7Vm3ReBG_PTu0JHufQijDM_LdSsB_KbsLx71nBqIfvPE?loadFrom=DocumentDeeplink&ts=499.31)):

I agree with you getting ther, the short sale foreclosure resource, I was the same thing. I got mine back or when we had issues with the real estate market then, and I do foresee as well that it will be able to use that designation again. And I don't think everybody realizes that there's so many different ways to sell real estate, whether how to tailor it to each person. Unless you pick a niche, you can't always help everybody. But if you have multiple designations, you can take the different education that you got from each one and be able to use that for that particular client. Just as Jay said, I agree completely.

Speaker 1 ([08:52](https://www.rev.com/transcript-editor/shared/iNg4XfDxXoAKghoYKst_XOQVL3cl19tTh0XBv82qOi9POIC9WejQsWg-bAduaxMOg26JSPs0Tp6BgWn77t_VuV4vfFM?loadFrom=DocumentDeeplink&ts=532.76)):

Well before NAR developed the PA, the pricing strategy advisor, there was the BPOR, which definitely numerous licensees took that and were able to create an additional niche. But when I think about the PSA, every time we are pricing a property, I'm utilizing the acronyms SBA subject better add to comp and CBS comp better subtract from comp, which allows us to actually price properties to sell. So there are little things that you can learn inside of each of the designations and certifications that will allow you to stand out, but to bring more value to every single real estate transaction, elevate your career with the A BR designation course offered at no cost until December the 31st, 2024. Distinguish yourself as a home buyer advocate with benefits to boost your brand, business and network visit become ABR REALTOR®. To enroll today, I mentioned before that real estate professionals need to demonstrate how their education serve the best interest of their client. How do you have that conversation with clients and what are you telling them, Charlene?

Speaker 3 ([10:11](https://www.rev.com/transcript-editor/shared/0tCWXOb6drN1fQApx2DLS3oQTNUSaUFwUGYMPAwd2h5TGpNOyuObf3pvRyUxr8QVYReENIQwuy0CT__mwsNYM6L3rh8?loadFrom=DocumentDeeplink&ts=611.79)):

Well, in my case, having multiple designations, I have more designations and certifications than anybody else in my area in Clark and Champaign counties. So when I'm able to walk in and talk to the clients about the designations that I have and where I've obtained them and the education that I've gotten, I think that it shows again, the dedication and professionalism that I have to this business and being able to pull different things out of each one of the designations. I think the customers appreciate that they don't want to get into any trouble any more than we do. So being able to stay on top of each one of those things, it still is great for the clients, and I still continue to educate myself to this day. I just got another designation last week. So I truly believe that the education puts us on top. It gives us the better chance than other agents with the customers and clients.

Speaker 2 ([11:03](https://www.rev.com/transcript-editor/shared/iJFfw1UUu9vXG5gRRUl2luD1o7ZSfiFs7AOhAd4Z7XBeIL2yTZ2JUXjVPTxFBg0vcp2EbM4qoBcxA1MjJMGjYBlQcy0?loadFrom=DocumentDeeplink&ts=663.42)):

Using the designations and certifications to educate our potential clients has been key for me and my little catchphrase or slogan or whatever it is that we call it in our businesses, experience, education and excellence. And when I talk about the educational component, I have 100 times out of a hundred. The clients do not roll their eyes about that. In fact, they lean in on it. They want to hear what that's about and how it's going to benefit them. For example, being able to share that with them and how I'm going to be able to help them get to their ultimate objective faster and more efficiently than the next person. I think that absolutely gives us a leg up on the competition.

Speaker 1 ([11:55](https://www.rev.com/transcript-editor/shared/yIPiYu_SnPqD4vyL0XyyMPsnWnzf6AbxC5OKZDpzr4WnL0w0q0cfOrUuZG7_9fJWN7pdaXGAXzEotDpSkV6S8P9vmMY?loadFrom=DocumentDeeplink&ts=715.93)):

The RENE just teaches us how to truly negotiate on behalf of the person in which we are working with. Do you use social media or any of the marketing platforms to showcase your designations, and how do you do that in a way that connects with clients and doesn't sound like you're tooting your own horn?

Speaker 2 ([12:19](https://www.rev.com/transcript-editor/shared/wIFdmhmtJxc4W0GQ32TQC18lFRP57DtAbCr_TuWvz2292_hj_NYrKi2pWtmM8OahuSEHJclOnR1FJHT4zKlT-y8HD-g?loadFrom=DocumentDeeplink&ts=739.09)):

That's a good one. I need to improve in that area. Quite honestly. I have a problem with social media because I don't really like bragging. I really, and you can see it a million miles away, five closing, bam, who's next? That is just tough. I do think that sometimes when we try to showcase our skills or some of our accomplishments, it can come across less. It can come across tough. And so that's an area that I want to get better at. And I do know that with some of these designations and certifications, you get social media opportunities. There's posts that can be done for you. I believe the A BR has that capability where you can select your different social channels and based on a schedule you can have postings sent. But as far as going out there and really educating people on social media about it, that is something I need to do a better job at.

Speaker 1 ([13:22](https://www.rev.com/transcript-editor/shared/V8bsy7FgpPfd8x1sSuXV_CNS_Q6TRyDPjfuIhHORMZsfbGjjOJgrlcuEMnEVE-wksvBAhJBRMkzPho2oXfgoejwopu8?loadFrom=DocumentDeeplink&ts=802.39)):

Charlene.

Speaker 3 ([13:23](https://www.rev.com/transcript-editor/shared/_njuCBEd_u2Af9u4k4MUhWCiXW75BKXbXGpLRAINtnHK9TTSNW8nrUxROI3K1G4SeEb2qbyUSnAuWfGMaTL9aS-Dy4w?loadFrom=DocumentDeeplink&ts=803.71)):

I agree with Jay. It's interesting. Sometimes we continue to learn and social media is not somewhere that I've spent an exuberant amount of time either. I know it's the up and coming. I know it's here, I know it's not going to go away. So I too need to do more with social media. But I think in all of our marketing, mostly I let people know that I have it. I keep it on my signature line. I do share it with each individual. But as far as any mass marketing with my designations, not really. I don't want to brag too much. I do have an advantage that my husband works in real estate with me, so he does the bragging, which works out great for me. Then I don't have to be doing it. He can tell everybody about the designations or at least tells them that I have them all and leaves it to me to explain what they are. But to have somebody else to be able to brag for you makes it nice because I don't have to brag. Instead, I can explain what I've learned and show them the skills and help them to ultimately get their goal of home ownership, which is what most people are looking for.

Speaker 1 ([14:23](https://www.rev.com/transcript-editor/shared/k7yao3dBMCnCiXZ85gbiFV7S1a8mSKRvvmLg2iPJoUXTZXO6pm8I_6cOxSm-GOZ8keMqjdAqiR_T9S-3cRWiAgQxMLU?loadFrom=DocumentDeeplink&ts=863.77)):

Well, I am affectionately known as the world's greatest, and so I consistently put out exactly what it is that I do, sometimes bragging, but oftentimes letting people know how much money I've been able to save clients. So an example we've currently been using, we have one agent, 28 years old, who has actually negotiated over $150,000 in down payment assistance and closing cost credits this year. So we're leveraging that to demonstrate to other buyers, one, we have more money, but this is what has already been done for clients in the Chicago land area. There is a prompt that one can use leveraging artificial intelligence, and it is called W-I-I-F-T, what's in it for them? So taking what might appear to be bragging, but turning it around into a consumer benefit will help every real estate agent to bring more visibility to the designations and certifications in which they've earned. What role do brokers play in connecting their agents to education they need to further their business? Charlene, as a broker, what are you doing with your agents?

Speaker 3 ([15:39](https://www.rev.com/transcript-editor/shared/QqlgnsobjEBI8ZYBvPM9ieZgjb-6OIhfjnBSVdFeiMi8JW-YBgDsqrlVg3t4J9v7qCJuE-ZE_qNspRaQMznxAPjnMzk?loadFrom=DocumentDeeplink&ts=939.8)):

Absolutely. So right now, the National Association of REALTORS® is offering the A BR designation at no cost. So without a doubt, I'm encouraging all of my agents that they should take it, because if they don't take it now while it's free, they're not going to take it at all. So I'm encouraging all of them to take that right now, especially with all the changes that have come from the lawsuit. But in my case, my office has a lot of newer agents. They don't have a lot of experience behind them. We do a lot of training in our office. So one of the marketing materials that we put together is a marketing book that tells that they can give to their clients and tells them all the marketing we're doing, but we also put a page in there about me so that they can go out on their listing appointments, show them that their broker that they have is standing behind them, has the designations, has the education to make it possible for them to be able to get the answers that they need for their clients immediately. So we're trying to continuously teach our agents, have them get education and encourage the designation so that they can have that knowledge themselves and take it out to use it with their clients.

Speaker 1 ([16:39](https://www.rev.com/transcript-editor/shared/ZTh1C0LxCA-DPGyJFxKv_f3_NVMKGvDeyzToZwLW6t8iUJlQAoWauq_55PMaLIhNOPPJx-A4a4xPM2PxWW_bwhv7CZ4?loadFrom=DocumentDeeplink&ts=999.98)):

One thing we do consistently is tell all of our agents about the tools that are available plus the training in which we provide. What I love about the training in which we provide is that we encourage in a non recruiting environment that all agents in the Chicago land market come and take classes with us. Because what I've realized over the past couple of decades is the more that everyone knows, the better that each future transaction will become. Jay and Charlene, thank you for being our guest today. I appreciate you sharing how marketing our expertise can be a powerful tool and showing our value to our clients. Everyone, thanks for tuning in. Thank you for joining us at Drive with NAR, the REALTOR® to REALTOR® series. Tune in every month at magazine.realtor/drive or subscribe wherever you watch your podcast. Find more tips to boost your business at Magazine.REALTOR®.