

Counselors of Real Estate Research Guide

NAR Archives Research Guide

The National Association of REALTORS® Archives produces Research Guides with the goal of helping members, scholars, and staff locate information held in the Archives. Each Guide covers one series of records, providing historical background and context on how the materials relate to NAR as a whole. In addition, the Guides contain content lists, brief notes about the materials, and box locations within the Archives. Researchers can use these Guides to gain a better understanding of the materials and quickly decide which records may be most relevant to their research.

Counselors of Real Estate (CRE)

Series D6

<https://realtor.soutrnglobal.net/Portal/Members/en-US/RecordView/Index/5901>

The American Society of Real Estate Counselors (ASREC), established in 1953, is an international organization of real estate experts who provide unbiased and trustworthy real estate advice to their clients. Founder and president of ASREC, Roland Randall's goals were to build an institution that could provide skilled professional and financial real estate advice to real estate practitioners. He sought out individuals who were at the top of their field, with outstanding qualifications within their community, to become the institution's first Counselors of Real Estate (CRE). In 1954, the National Association of Real Estate Boards gave recognition to the CRE designation and ASREC officially became an affiliate of NAREB. In 1965, ASREC established the Educational Development Trust Fund, designed to help graduate students build their career as future counselors of real estate. The CRE designation is a distinguishing credential that provides the highest level of recognition within the real estate industry. It is achieved by receiving a peer invitation, given to those with the expertise and experience required to be a member of CRE. Today, CRE consists of about 1,000 Counselors dedicated to preserving Randall's vision and remaining a useful resource to their communities on real estate related issues.

SCOPE AND CONTENT

The CRE collection contains By-Laws, CRE case studies, Board of Directors meetings and reports, as well as membership rosters. It also includes, conference pamphlets and several publications including newsletters and various real estate volumes. The collection includes a historical overview of CRE honoring its 50th Anniversary.



Collection:

D6:01 CRE organization & operation

D6:01 Box 1

- CRE By-Laws , 1955-1964
 - Includes by-Laws with final amendments, formation of standing committees and their roles/duties including the Professional Ethics Committee, meeting practices and overall objectives/standards of professional practice. All By-Laws have been approved by and are in accordance with the National Association of Real Estate Boards (NAREB).
- CRE Code of Ethics
 - Includes CRE rules and regulations, standards of professional practice (revised May 6, 1978), and the responsibilities/obligations of its members.
- CRE Educational Development Trust Fund Financial Statements, 1994-1995
 - Includes Report of Independent Auditors, balance sheets, statements of activities and cash flows, changes in net assets, accounting policies, and additional notes on investments and other expenses.
- CRE Case Studies
 - Case Study 6: The Case of Sick Apartment Property
 - Study focuses on the heavy vacancies within an 11-story building and the CRE's and NAREB's recommendations to combat this issue.
 - Case Study 8: An Office Building as an Investment
 - Study shows client seeking advice from CRE and NAREB on if acquiring an office building for sale would be a worthy investment, and if so, how to go about procuring the necessary funds needed.
- CRE Correspondence
 - Letter from Lois Hofstetter, Office of the Executive Director, to H. Jackson Pontius on June 17, 1971 about taking legal action and CRE's rejection of a potential member, which is claimed in the letter to be highly unusual.
 - Copies of the association's membership mark/logo.
 - Thank you cards from Officers and Members of CRE.
 - NAR newspaper clipping on CRE's Fortieth Anniversary.

D6:02 CRE governance & leadership

D6:02 Box 1

- CRE meeting proceedings and reports 1953-1986
 - Including meeting agendas, board of directors, financial, and executive committee minutes, task reports from prior meetings, as well as goals for future proceedings, and the affiliation's Code of Ethics.
 - confidential newsletters containing meeting rosters, and financial statements/annual budgets, and committee correspondence.

D6:03 CRE Membership Rosters, Guidelines, & Recruiting Material

D6:03 Box 1-3

- CRE membership directories including national committee rosters, 1962-1997

D6:03 Box 1

- CRE membership guidelines approved Nov 8, 1975, requirements for membership revised Jan 23, 1960, including a membership checklist, and a newspaper clipping of the CRE membership qualifications.
- CRE membership survey, Sep 30, 1986
 - Includes membership characteristics, regions, age, education, etc.
- CRE order publication forms, and subscription forms for CRE articles, the Library of Titles, and the Publications Library.
- CRE membership brochures with a CRE summary and historical outline, membership guidelines and objectives, membership requirements, and membership checklists.

D6:03 Box 3

- CRE recruitment packet, 1997
 - Includes CRE brochures, membership guidelines and by-laws, CRE designation summary, CRE subscription forms, newspapers, and the CRE Real Estate Report.

D6:05 CRE Conventions & Meetings

D6:05 Box 1 (located in D6:02 Box 1)

- Conference and seminar pamphlets and brochures, 1964 – 1992
 - Includes pamphlets from CRE meetings and international conferences, program outlines and itineraries, and sign up sheets

D6:06 CRE Publications

D6:06 Box 1

- Newsletters, 1957-2013
 - NAREB News Service, 1957
 - ASREC News Releases, 1985-1992
 - Includes election of new board of governors, updates on membership directories, annual and midyear conference overviews, including reviews on published articles by CRE members.
 - Real Estate in the 21st Century: A Delphi Perspective
 - Survey results of CRE's economic expectations for the next 10-20 years
 - Real Estate Issues, 2010-2013
- Publications, 1962-2003
 - What Is Real Estate Counseling?, 1962
 - The Internal Rate of Return in Real Estate Investments, 1975
 - Real Estate Counseling: A Professional Approach to Problem Solving Articles and Selected Case Histories, 1976
 - Two copies of this edition, one found in D6:06 box 1 and the other is found in bound materials
 - Real Estate: A Hidden Corporate Asset, 1986
 - The Counselors of Real Estate 50th Anniversary, 2003
 - Two copies of this edition.

D6:06 Bound Materials

- The Real Estate Counselor: What Manner of Man is He?, 2nd edition, 1963
- Real Estate Counseling: A Professional Approach to Problem Solving Articles and Selected Case Histories, 1976
 - Two copies of this edition, one found in D6:06 box 1 and the other is found in bound materials