



For many, mention of property stimulates only thoughts of home, but in

your Realtor serves in many ways

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Frank Mobarak
Realtor

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daily life, all are constantly in contact with many facets of real estate -- office buildings, shopping centers, recreational areas, stores and factories.

Frank L. Crosby, vice-president of the United Northwestern Realty Association / Western Wayne-Oakland County Board of Realtors (UNRA-WWOCB), made this observation in discussing the many areas of specialization in real estate necessary to plan, appraise, manage, lease, and sell these types of real property which directly or indirectly affect all Americans.

Realtors -- members of the UNRA-WWOCB, the Michigan Real Estate Association, and the National Association of Real Estate Boards (NAREB) -- continually upgrade their service to the public in these special fields through participation in educational courses and seminars offered by the various affiliates of NAREB.

These affiliates provide for many Realtors the framework of specialization under which they work. Mr. Crosby added, Most provide also professional designations, through which the public can identify the leaders in the fields.

The largest affiliate of NAREB is the National Institute of Real Estate Brokers, which offers, through its two divisions, education in the latest techniques of marketing properties and serving the public. For those involved in the commercial end of real estate, NIREB's Commercial and Investment Division provides guidelines to successful operation. The Residential Division gives guidance to those in the single specialization in real estate -- home marketing.

Certified Property Manager (CPM) designates those who have qualified through education and practical experience to manage apartment complexes, office buildings, and shopping centers. It is offered by the Institute of Real Estate Management, another professional affiliate of the National Association. The Institute

also awards the AMO (Accredited Management Organization) designation to selected management firms in the United States and Canada.

One of the most progressive affiliates in the NAREB family is the American Institute of Real Estate Appraisers, whose membership is composed of some of the most qualified and tested individuals involved in property appraisal. Its coveted designation MAI (Member of the Appraisal Institute) is the hallmark of appraisal expertise. Recently, the Institute inaugurated the RM (Residential Member) designation to help the public denote those qualified through education to appraise one-to four-family dwellings.

"An elite corps of real estate professionals" is how members of the American Society of Real Estate Counselors are known. Comprising one of the newest categories in the field, counselors offer independent advice on property, much as a lawyer counsels in matters of law. In no way dependent on the outcome of their advice, counselors are compensated on a fee, retainer, or per diem basis. The ASREC members are identified by the designation CRE (Counselor in Real Estate) following their names.

Marketing industrial property is an exacting profession, and the Society of Industrial Realtors keeps its members abreast of the fast-changing field through its educational programs, publications, and seminars. Members use the designation, SIR, and are part of a unique network of brokers and appraisers set up to serve the needs of industry in the United States and Canada.

As the name implies, NAREB'S Women's Council is an organization of Realtors and sales associates from the distaff side. Its goals are education, progress, and professionalism, and these are met through local and state chapter educational programs and special sessions conducted at the three annual national meetings of NAREB.



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