

Set yourself apart! Earn the designation that makes a difference and increases your income. The Graduate REALTOR® Institute has graduated thousands of REALTORS®. These professionals find the GRI designation a powerful tool for attracting and building new business as well as staying on the cutting edge of real estate standards.

What is GRI

- GRI, which stands for Graduate REALTOR® Institute, is a nationally recognized professional real estate designation
- The GRI designation is considered the nation's number one real estate designation.
- This designation may only be earned after successfully completing a rigorous educational program. This program requires 90 hours of live course instruction from a statewide faculty selected because of extensive experience in their own areas of expertise.
- This designation is available only to members of the local, state and National Association of REALTORS®.
- GRI is recognized nationwide as the standard for real estate professionalism and knowledge.

The GRI designation is granted through the North Carolina Association of REALTORS® whose courses of study meet the standards established by the National Association of REALTORS®

Why Use GRI

- A GRI has received one of the most comprehensive training programs available today to REALTORS® in the nation.
- A GRI has superior knowledge of real estate marketing and has acquired skills that will set him/her apart from other REALTORS®.
- In today's competitive business environment a REALTOR® needs more than just motivation and initiative to succeed. A GRI has the advantage of the education received in the GRI program.
- The GRI program is continually refined to provide entry-level and experienced REALTORS® with the information that will help them succeed in today's market.
- A GRI is knowledgeable in many aspects of Real Estate that allows him/her to overcome obstacles that can jeopardize a transaction.

- A GRI has access to a large base of referrals.
- A GRI has demonstrated his/her commitment to professionalism in the real estate industry.

The Graduate REALTOR® Institute (GRI) designation indicates to buyers, sellers and other real estate industry professionals that you have made the commitment to provide a high level of professional service to your clients by securing a strong educational foundation.