

How is the GRI different from other designations?

Of all the residential real estate designations offered through the National Association of REALTORS®, the Graduate, REALTOR® Institute (GRI) is the most comprehensive, providing a broader scope and depth of training.

Designees must complete a minimum of 60 classroom hours that cover legal and regulatory issues, technology, professional standards, and the sales process. Using materials that go well beyond real estate licensing courses, GRI instructors have prepared resources that agents don't necessarily know they need, helping build their confidence to work more successfully with buyers and sellers alike.

Each state establishes its own GRI curriculum requirements, allowing flexibility to integrate state-specific material with key national topics, including:

Market Knowledge: Neighborhoods and property amenities, considerations for housing types, developing CMAs and impact of MLS, financing options and home-buying programs, inspections and appraisals/valuations

Business Skills: Prospecting, buyer and seller services, creating your niche market, negotiations, creating and implementing your brand

Systems and Tools: Record retention, form platforms and applications, website portals, marketing tools, hardware and software to streamline your business

Avoid Setbacks, Fines, and Lawsuits: Professional standards, contract to close, risk management, agency relationships, and advertising

In some cases, GRI courses overlap with other designation requirements.

Learn More

Earning the GRI designation is an intensive, in-person experience which provides information and tools to grow a Realtor's knowledge and value.