

ABR® The Accredited Buyer's Representative

Want Loyalty From Buyers? Earn The ABR® Designation Designation with Final Exam & additional requirements



Mon Nov 4, 2024 - Tue Nov 5, 2024
9:00am to 4:30pm EST



Greater Greenville Association of REALTORS®
50 Airpark Ct. - Greenville, SC

Register At www.AmericanREU.com/classes



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Official Designation



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ABR® The Accredited Buyer's Representative

The Accredited Buyer's Representative (ABR®) designation is designed for real estate buyer agents who focus on working directly with buyer-clients. When you decide to earn your ABR®, you gain:

Valuable real estate education that elevates your skills and knowledge in the eyes of home buyers.

Ongoing specialized information, programs and updates that help you stay on top of the issues and trends associated with buyer representation.

Access to members-only benefits such as marketing tools and resources, which provide an additional competitive edge for ABR® designees.

ABR® Member Benefits

The ABR® designation provides many membership benefits to help your business and network grow.

Here are just a few:

Customizable Marketing Tools - including postcards, ads, logos, and consumer handouts

The Home Buyer's Toolkit - a handy guide to walk consumers through the home-buying process

ABR® Print Shop - allows members to customize marketing materials conveniently online

Consumer One-Sheets - free, printable handouts on topics to address in a buyer-counseling session or while working with buyer-clients

Online Referral Database - helps you pinpoint additional referral opportunities