

**NATIONAL ASSOCIATION OF REALTORS®  
NAR's Green Designation Core Course  
Course Description**

NAR's Green Designation Core Course provides real estate professionals with knowledge and awareness of green building principles applied in residences, commercial properties, developments, and communities so that they can help consumers in purchasing, retrofitting, and operating green properties. The course encourages the real estate professional to be an advocate for green principles in the design and use of homes and commercial buildings and a positive force for creating sustainable communities.

In order to earn NAR's Green Designation, the student must successfully complete the Core Course and one of three elective course. Elective courses are Green Residential Real Estate, Green Commercial Real Estate, and Green Property Management.

NAR's Green Designation is supported by the NAR Green Resource Council. Students who complete the Core Course receive a one-year membership in NAR's Green Resource Council.

### **Learning Objectives**

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- ▶ Integrate green concepts and benefits into a personal viewpoint that informs choices in real estate business practice.
- ▶ Acquire the concepts and vocabulary of the green paradigm as applied in real estate and use this terminology correctly in interactions with customers and clients.
- ▶ Recognize, validate, and respond to concerns and priorities of the green-generation consumer—seller, buyer, tenant, builder, developer.
- ▶ Make the appropriate disclosures consistent with NAR Code of Ethics and state regulations.
- ▶ Describe the interrelationships of sustainable communities, smart growth, natural habitat conservation, New Urbanism, and land planning with green homes and buildings.
- ▶ Acquire awareness of trends in public and consumer sentiment on quality of life issues and community economic development.
- ▶ Identify how the green philosophy can be employed in housing of all types.
- ▶ Recognize the features that make a home or building green and resource efficient in construction or remodeling, use, and operation
- ▶ Recognize and respond to obstacles—regulatory, zoning, building codes, costs, perceptions, lack of knowledge—that can impede green development and construction
- ▶ Inform customers and clients of the significance of LEED, Energy Star, and other rating systems
- ▶ Discuss the cost-benefit of resource-efficient building and home systems, materials, land usage, and maintenance



the NAR sustainable property designation

- ▶ Adapt listing presentations and buyer-counseling sessions to address concerns and priorities of the green consumer.
- ▶ Price and market resource-efficient properties.
- ▶ Guide buyers in finding and making an offer on a resource-efficient property.
- ▶ Guide consumers in finding qualified professionals who are familiar with and practice green home/building principles.
- ▶ Inform customers and clients of green mortgage options and state/local incentives that encourage and enable resource efficiency.
- ▶ Use the course material and green designation as marketing tools.
- ▶ Implement resource-efficient and green practices in the real estate office environment.
- ▶ Form coalitions with community planners and groups to foster resource-efficient communities and lifestyles.