

What is the GRI Designation

GRI stands for Graduate REALTOR® Institute and is one of the nation's most widely recognized real estate designations for REALTORS®.

You will earn your GRI only after successfully completing the extensive course instruction program designed to increase your industry skills.

The GRI designation is granted through the Alaska Association of REALTORS®. All courses meet the standards established by the National Association of REALTORS®.

Why Should You Take the GRI

The program is designed to increase your knowledge of all aspects of real estate and provide new skills to set you apart from the competition.

GRI graduates are the top performers in most real estate offices. Statistics show that on average they earn 35% more than non-GRIs.

Many consider GRI to be the most comprehensive real estate education program available.

GRI Benefits

- The GRI symbol after your name demonstrates nationwide to buyers, sellers and fellow agents you are a professional with a solid grasp of the fundamentals of real estate.
- You will expand your network of real estate professionals through course contacts.
- Improve your earning potential.

ALASKA REALTORS® INSTITUTE



The purpose of the Institute is to provide a common body of knowledge and professional competence for progressive real estate professionals in the State of Alaska. The Institute is sponsored by the Alaska Association of REALTORS® to offer a well-rounded program of instruction and practical training in all fields of real estate. Upon successful completion, the student is a graduate of the REALTORS® Institute and is entitled to use the designation, GRI.

ALASKA ASSOCIATION OF REALTORS®
4205 Minnesota Drive
Anchorage, Alaska 99503
(907) 563-7133

Course Requirements



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Technology: A Vision for the Future

Be smart about the Internet - learn how technology and the Internet are changing the rules for survival in the real estate industry.

Real Estate Finance

Spotting and avoiding potential lending problems is an essential skill. Understand the principles of government and conventional lending practices.

Purchase and Sales Agreements

Review the purpose of why various real estate forms are used in a real estate transaction. Understand the terms and conditions of a valid contract.

Pricing, Sales & Marketing

Will provide the skills necessary to conduct successful listing presentations, price a home to sell, close the transaction, and market and promote effectively.



200

Professional Standards & Ethics

The Code of Ethics is the industry guide to professionalism. Become familiar with the articles and standards of practice of the Code.

Buyer Representation

Know your responsibilities when acting as the agent for a prospective buyer: obedience, loyalty, disclosure, confidentiality, accounting and reasonable care and diligence.

Win-Win Negotiation

Develop the fine art of negotiation so all parties are satisfied with the outcome. Understand why your customers think, act, and react the way they do during the real estate transaction.

Effective Marketing

This session will provide proven success strategies for a personal marketing plan. Includes Internet, image pieces, business cards, and marketing on a website.

Property Disclosure

Understand the legal duties regarding property disclosures to avoid liability for failing to provide proper and adequate disclosure.

Environmental Issues/Land Use

Learn the latest on a range of common environmental hazards, from asbestos, poor air quality, radon, lead based paint, mold and wetlands.



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Business Development Skills

Covers the fundamentals of business planning that will lead to increased profit and productivity. Learn how to create a detailed business plan that includes the areas of budgeting, promotions, marketing and cost analysis.

Residential Real Estate as an Investment

Develop the ability to analyze various investments, understand the clients' needs, calculate several financial ratios and communicate your valuation.

Taxation

Discover advanced techniques for estate building through real estate. Learn to minimize taxes for the sophisticated investor, and uncover corporate tax options for your own practice.

Liability And Risk Management

Reduce legal risk with the information in this session. Become familiar with antitrust laws, the Federal Fair Housing Act, discrimination laws and the American Disability Act Amendment.