

e-PRO FAQs

What is the difference between the new version of e-PRO and the previous one?

The evolution of e-PRO® was developed through a partnership of The National Association of REALTORS® (NAR) and the Social Media Marketing Institute (SMMI) to familiarize today's agents with the latest technology and social media tools to enhance their business and help them engage with customers and other real estate professionals.

One big difference is the delivery format which will provide students options; instead of only one comprehensive online course, e-PRO® will now be available in 2 parts (Day 1 and Day 2). Day 1 will now be available in a live classroom setting or online. Day 2 will be provided online only.

The new e-PRO provides a roadmap to help you serve hyper-connected consumers of today and tomorrow. Course topics for Day 1 include the changing market, how to connect with consumers, the online conversation, and reputation management. Day 2 provides hands-on discovery of business tech tools such as an e-strategy, mobile office, micro-blogging, rich media, and NAR resources.

What is the cost?

The price of Day 1 when offered in a live classroom varies depending on location. The average cost is approximately \$99. Day 2 is offered in an online format only for \$149. If you take both Day 1 and Day 2 online (purchased as one bundle), the cost is \$239. There are no additional application or certification fees. The new e-PRO program will save students, on average, \$100.

What are the requirements to earn the e-PRO certification?

The only requirements are completion of Day 1 (either classroom or online) followed by completion of Day 2 (online only). Day 1 is required before Day 2. Once you have successfully completed both courses, you will automatically be awarded the e-PRO certification. You must also be a member in good standing with NAR or NAR cooperating international association

Are annual dues required to maintain the certification?

As long as you are a current member of the National Association of REALTORS® (NAR), you may use the e-PRO certification with no annual recertification fees.

Is CE available?

For classroom Day 1, please contact your local course provider where you are taking the course to see if they secured CE. For online Day 1 and 2, CE is not yet available but we are working on obtaining approvals in numerous states.

When will the classroom course be available?

The first classroom offering will be on Thursday, November 4, 2010 in New Orleans in conjunction with the REALTORS® Annual Conference & Expo. The course will be presented by Terry Watson and will include a panel discussion with social media mavens Amy Chorew, Bill Lublin, Ginger Wilcox and Todd Carpenter, NAR's Social Media Manager. The early bird price is \$75 if registered by October 15. After that date, the regular price is \$99. Email epro@realtors.org for registration details.

Please check www.CourseCalendar.com frequently for e-PRO courses scheduled in your area after November 4.

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When will the online courses be available?

The online courses will be available in early 2011. Please email epro@realtors.org to be put on a notification list.

I took the previous version of e-PRO. Does anything change for me?

As long as you are a current member of NAR, you can continue to use the e-PRO certification no matter when you earned it. You will be included in the new e-PRO online referral network. A new e-PRO logo and marketing materials will be available for use as you reprint your business cards, update your website, etc. If you wish to refresh your social media and technology skills, the new online courses will be available at a discounted rate for past e-PRO students.

What are the benefits of earning the e-PRO certification?

- Usage of e-PRO logo and name
- Differentiation at Realtor.org and the White Pages at Realtor.com
- Customizable marketing materials
- Online referral network
- Free webinars
- Downloadable Certificate
- Lapel Pin available for purchase through REALTOR® Team Store

How soon can I begin using the e-PRO certification in my marketing materials?

You may begin using the e-PRO certification after you receive an email from NAR that you have officially been awarded the certification.

Does completion of the e-PRO certification count towards other NAR designations/certifications?

- Elective credit for the ABR, CIPS and CRS designations
- Elective credit for the RSPS certification

Can Association Staff earn the e-PRO certification?

Staff that work at local or state REALTOR® associations can earn the e-PRO certification. The courses and requirements are the same as for REALTORS®. A special version of Day 1 for association staff will be offered in conjunction with AE Institute in Dallas on March 18, 2011. This class will be geared towards social media efforts for associations - engaging members and the community.

Where can I find more information or contact e-PRO staff?

Email: epro@realtors.org

Telephone: 1.877.397.3132

Fax: 1.312.329.8232

Website: rebac.net/e-pro.cfm

Classroom Schedule and Online Course Registration: www.CourseCalendar.com