



THE COUNSELORS OF REAL ESTATE

### **So, You Want To Be a Counselor of Real Estate . . .**

So, you want to be a Counselor of Real Estate. Congratulations! We commend you for wanting to join this most prestigious real estate organization. However, if you are just seeking another set of initials to add to your name, The Counselors is not for you. If you are searching for educational programs in your specialty or need continuing education credits, The Counselors is not for you. If you want contacts you can mine for assignments, The Counselors is not for you.

On the other hand, if you are engaged in real estate counseling at a high level, have many years of experience, feature honesty and integrity as a hallmark of your practice, and have reached a level of maturity in your area, you may be a candidate for membership. The Counselors is an organization for those who already have achieved that high combination of professional competency and integrity—not those who aspire to it.

The CRE designation is very desirable. It identifies you as a member of the most prestigious organization of real estate professionals. Members possess special geographic and functional expertise that might guide you to better performance for your clients. Counselor education programs will broaden both your knowledge and your scope in real estate matters. You will have the opportunity to serve on one or more committees, including the Counselor Trust Fund, which provides funding for a variety of appropriate causes, or the Counselor Consulting Corps, a public service initiative which provides counseling services to non-profit entities. Local Chapters provide additional opportunities. The package of benefits, however, is secondary to a desire to give back to society and the profession by joining together to achieve what a single individual cannot.

The Counselor organization includes brokers, appraisers, land planners, accountants, attorneys, property developers and managers, bankers, real estate account executives, and members from other disciplines. The commonality is that all members provide real estate counsel to others and are paid for that counsel. Members may be consultants or employees, sole practitioners or members of large firms. They are located in large cities and small towns. They may, and often do, provide other services. But, in all cases, they are acknowledged leaders in the field of real estate.



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Invitation to membership is extended by the Invitation Committee based on the collective judgment of its members as to whether or not an applicant meets the stringent requirements of the organization. Membership is something to be earned—not purchased. The CRE designation will acknowledge that you are a trusted advisor in real estate matters.