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## EXECUTIVE SUMMARY

The Alberta Real Estate Association (AREA) is launching a new online course—The Art of Service Excellence—designed to offer members the research, tips, and tools to ensure their services match today’s consumer expectations. Aligned with the course is a client satisfaction survey that will allow REALTORS® to measure how well they meet their clients’ expectations.

The purpose of this report is to explore the viability and credibility of developing a certification around Service Excellence and to identify methods in which the certification can be implemented including setup, ongoing maintenance, and administration. To this end, the researcher reviewed certification/credential programs offered by 13 organizations (listed below). The organizations include two direct competitors, seven real estate organizations, and four certification/professional development programs from outside the real estate industry.

## Key Findings

- Quality Service Certification, Inc. is the only organization that requires designees to commit to ongoing performance evaluations. QSC® certified REALTORS® must participate in the Quality Service Assurance Survey© to retain the designation. Participation entails submitting client names and addresses only; the number of survey responses does not affect certification.
- Verified Professional Agent interviews the candidate’s broker, peer agents, and former clients to verify the agent’s ”Critical Client Service Credentials” (commitment, experience, reputation, and ethics), but does not repeat the process after verification.
- Real Estate designations with an ongoing component use membership in a council or other group to define designees, but do not evaluate performance.
- Other organizations (accounting, editing) use mandatory or recommended professional development credits to ensure that members keep their knowledge and skills up to date, but do not monitor performance through surveys or feedback (other than disciplinary complaints).

## Certification Programs

- Quality Service Certified
- Verified Professional Agent™
- Fellow of the Real Estate Institute
- Accredited Buyer’s Representative®
- Real Estate Buyer’s Agent Council
- Performance Management Network
- NAR’s Green Designation
- ePRO®
- Seniors Real Estate Specialist®
- CMA Continuous Professional Learning and Development
- Certified Professional Editor
- ProServe Liquor Staff Training
- emerit Certification

# Alberta Real Estate Association: Certification Research

## RECOMMENDATIONS: PROPOSED MODEL

The model below combines elements from several existing certification programs. It looks daunting, but many steps are one-time only set-up activities. Others can be automated to some extent either through Insightrix or AREA's information systems. Because Service Excellence is not a one-off certificate, the program will require maintenance, but effort can be kept to reasonable levels. This model is a draft only and needs input from AREA staff and the survey provider.

### Notes:

- Set-up activities are marked (i) for initial
- Ongoing maintenance activities are marked (o) for ongoing
- (Auto) indicates steps that can be automated to some extent through the use of computerized responses or databases.
- Step 2 could be dropped; it may be too labour intensive. See Discussion below.

### Participant's Model

1. Successful completion of the Service Excellence Course and an elective
2. Provide documentation for a set number of completed transactions
3. Acceptance into the Service Excellence program
4. Provide contact information for all clients for transactions completed in the future
5. Maintain a minimum Service Excellence rating
6. Pay an annual fee to remain active in the program
7. Receive membership benefits (public recognition, consumer marketing materials)

### Administrator's Model

1. Course requirements
  - a. Develop and offer The Art of Service Excellence (i)
  - b. Define suitable electives (i)
  - c. Track candidates' passing grades and record course completion (auto)
2. Completed transactions
  - a. Define criteria for valid documentation (i)
  - b. Confirm receipt of required number of completed transactions (o)
  - c. Review documents to ensure they meet the established criteria (o)
  - d. Record and securely store the documentation for each participant (auto)
3. Acceptance into the Service Excellence program
  - a. Inform candidates of successful completion of admission requirements (auto)
  - b. Issue a certificate/designation document (auto)

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- c. Track names and contact information for successful participants (auto)
4. Provide contact information for all clients for transactions completed in the future
  - a. Develop a commitment letter/contract (i)
  - b. Obtain participant signatures on commitment to provide contact info (o)
  - c. Track completed commitment letters/contracts (auto)
5. Maintain a minimum Service Excellence rating
  - a. Develop a rating system that includes a minimum standard (i)
  - b. Develop procedures for remedial action or removal of participants with substandard ratings (i)
  - c. Develop procedures for participants to take temporary leave from the program (due to illness, or parental leave) without jeopardizing their ratings (i)
  - d. Set the number of responses to be received before ratings are generated (i)
  - e. Apply rating criteria to the raw data (auto)
  - f. Generate rating reports periodically in conjunction with survey host (auto)
  - g. Review rating reports: congratulate exemplary participants (auto?); contact participants with subpar ratings and take remedial action if necessary (o)
6. Pay an annual fee to remain active in the program
  - a. Set an annual fee (i)
  - b. Sent invoices before due date (auto)
  - c. Confirm receipt of payment (auto)
7. Receive membership benefits (public recognition, consumer marketing materials)
  - a. Develop marketing materials: logo in print and web formats for participant use; program promotion materials for use with clients; etc. (i)
  - b. Secure copyright and develop licensing policy for participant use of promotional logos and materials (i)
  - c. Develop a public recognition vehicle of some type: annual “Congratulations to our Service Excellence Graduates” announcement, post current list of Service Excellence participant names on AREA’s website, create a participant website with profiles and ratings, etc. (o)
  - d. Offer members-only events such as webinars or presentations (optional)

## DISCUSSION

### Client Satisfaction Surveys

Client feedback closes the loop on Service Excellence delivery. To be useful, feedback gathered from a customer satisfaction survey needs to be aggregated and quantified. The easiest way to “count” the surveys is to track how many are returned for each REALTOR®, but this ignores the importance of qualitative feedback. Requiring a minimum number of completed surveys would be problematic to enforce; client behaviour is outside AREA’s span of control.

Quality Service Certified® uses a survey to develop agent ratings, but only requires participating agents to submit contact information, not to generate a specific number of returned surveys. This approach could work for Service Excellence.

The alternative to counting returned surveys is to develop a rating system and assign scores to the responses. Key principles of Service Excellence identified in the course could be tied to survey questions – higher satisfaction ratings would translate to a higher score. To increase the effectiveness of the survey, questions would need to be developed that reinforce the principles introduced in the course and model the desired behaviours. This approach is similar to using a rubric to grade academic work (for information on academic rubrics see: [http://www.carla.umn.edu/assessment/vac/evaluation/p\\_7.html](http://www.carla.umn.edu/assessment/vac/evaluation/p_7.html)).

Developing a rating system that quantifies the raw scores fairly will probably take a bit of trial and error. In the beginning, it might be most useful to set a minimum satisfaction score that sets the lower boundary of excellent service. This could be developed in conjunction with course developers, pilot testers, project partners, and reviewers: what do they feel is reasonable? What is the minimum standard of behaviour that meets Service Excellence standards? Over time, as more responses are gathered, the survey can be fine-tuned and the ratings adjusted. Inshtrix may be able to provide guidance in this area.

### Respondent anonymity

Guarding the anonymity of respondents will be critical to the reputation of the Service Excellence Satisfaction Survey. Participating REALTORS® should not be able to identify respondents. Respondents should feel confident they can express their true opinions without fear of reprisal. The results must be impartial. However, complete anonymity could also harm the program. A common criticism of online rating sites is that the respondents are anonymous and could be the realtor

## Alberta Real Estate Association: Certification Research

submitting a false positive response or a competitor submitting a false negative response. To ensure the integrity of the Service Excellence survey, AREA staff should know, or be able to find out, the names of survey respondents. AREA should reserve the right to contact respondents to verify their participation if deemed necessary. This right should be communicated to participating REALTORS® and to survey participants. As well, a privacy statement should be drafted to let participants know that respondent information will be held in confidence and used only for the purpose of the satisfaction survey.

### Completed Transaction Documentation Requirement

Programs such as ABR®, PMN, and VPA™ require documentation of past transactions as a way of verifying that participants are full-time, active REALTORS® with some degree of success. ABR® requires 5 transactions, VPA™ requires 10, and PMN requires from 3 to 15 depending on the referral source. PMN uses a transaction points system (see Program Descriptions) that awards bonus points for recruiting new members to the Women's Council of REALTORS®. A similar scheme could help AREA recruit new Service Excellence participants, but implementation could be cumbersome. Using a points system or requiring candidates to submit documentation for a set number of prior completed transactions could help establish the candidate's suitability and probable success in the Service Excellence program, but would require additional staff time and effort to administer and maintain.

### Member Benefits

All the certification programs reviewed in this report offered some type of member benefit, from certificates to logos to business card stickers to presentation slides extolling the benefits of the certification. More extensive programs, such as those offered by QSC®, VPA™, and NAR® offer members-only marketing tools, webinars, and an online presence on the branded certification website. To maintain engagement in the Service Excellence program, members will need some type of "reward" for continued involvement, something that creates a feeling of active involvement and establishes a sense of community. This could be as simple as developing and offering downloadable logos that participants could add to their printed promotional materials or websites, presentation slides that summarize the benefits of the program to potential clients, and testimonials from past clients and program participants. In addition, public recognition on the AREA website for the program, including the names Service Excellence certified REALTORS®, would both help promote the program and provide valued recognition for program participants. This would need to be done with care so that AREA is not seen to favour some association members over others.

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## CERTIFYING: PROS AND CONS

The program needs to be “sold” to both potential participants and to consumers. Both the supply and demand sides of the potential market need to be supported if the program is to be a success. The pros and cons listed here are preliminary.

### REALTORS®

#### Pros

Shows commitment to service delivery  
Demonstrates a strong client focus  
Shows a high level of confidence and expertise – participants must be sure of themselves and their business practices to “go public”  
Demonstrates the transparency that younger, web savvy consumers expect  
Not just “another certification” to hang on the wall and forget – requires ongoing commitment to deliver excellent service and an openness to receive and use feedback to improve future service delivery

#### Cons

Another certification  
Survey approach may be unfamiliar  
Participants may be reluctant to expose themselves to evaluation, especially if the results will be made public in some fashion.  
Program is untested; benefits are not yet proven.

### Consumers

#### Pros

Mitigates the risk of signing with a new REALTOR®  
Reading the responses, especially if comments are provided, gives a sense of who the REALTOR is and what he or she is like to deal with.  
Program is offered by AREA, an independent provincial association, not by a profit-driven private company

#### Cons

Another certification  
Survey approach may be unfamiliar  
Program is untested; benefits are not yet proven.

# Alberta Real Estate Association: Certification Research

## PURPOSE OF RESEARCH

The Alberta Real Estate Association (AREA) is launching a new online course—The Art of Service Excellence—designed to offer members the research, tips, and tools to ensure their services match today’s consumer expectations. Ultimately, the goal is to improve the public image of REALTORS® through enhanced professionalism which AREA believes is defined by Service Excellence. Aligned with the course is a client satisfaction survey that will allow REALTORS® to measure how well they meet their clients’ expectations.

The purpose of the research presented in this report is to explore the viability and credibility of developing a certification around Service Excellence and to identify methods in which the certification can be implemented including setup, ongoing maintenance, and administration. The certification must be based on the following criteria and have credibility in the real estate industry: Service Excellence Course, Client Satisfaction Survey, and an elective that is related to the premise of Service Excellence.

## RESEARCH METHOD

The researcher reviewed certification/credential programs offered by 13 organizations (listed below). Research was conducted online by reviewing organization websites and promotional material. An information collection sheet (template) was used to ensure that the same information was collected for each program (See Appendix A). AREA staff suggested the real estate programs to be reviewed; the researcher selected the non-real-estate organizations. The organizations include two direct competitors, seven real estate organizations, and four certification/professional development programs from outside the real estate industry.



# Alberta Real Estate Association: Certification Research

## ORGANIZATIONS REVIEWED

### Real Estate – Direct Competition

| <i>Organization</i>                | <i>Designation</i> |                              | <i>Website</i>   |
|------------------------------------|--------------------|------------------------------|--|
| Quality Service Certification Inc. | QSC®               | Quality Service Certified    | <a href="http://www.qualityservice.org">www.qualityservice.org</a> |
| Verified Agent                     | VPA™               | Verified Professional Agent™ | <a href="http://www.verifiedagent.com">www.verifiedagent.com</a>   |

### Real Estate – Certificates/Designations

| <i>Organization</i>                                       | <i>Designation</i> |                                     | <i>Website</i>   |
|---|--------------------|-------------------------------------|--|
| National Association of REALTORS®                         | ePRO®              | ePRO®                               | <a href="http://www.epronar.com">www.epronar.com</a>                           |
| Green Resource Council, National Association of REALTORS® | Green              | NAR's Green Designation             | <a href="http://www.greenresourcecouncil.org">www.greenresourcecouncil.org</a> |
| SRES® Council, National Association of REALTORS®          | SRES®              | Seniors Real Estate Specialist®     | <a href="http://www.seniorsrealestate.com">www.seniorsrealestate.com</a>       |
| SRS Council   | SRS                | Seller Representative Specialist    | <a href="http://www.srscouncil.com">www.srscouncil.com</a>                     |
| Real Estate Buyer's Agent Council (REBAC)                 | ABR®               | Accredited Buyer's Representative®  | <a href="http://www.rebac.net">www.rebac.net</a>                               |
| Real Estate Institute of Canada (REIC)                    | FRI                | Fellow of the Real Estate Institute | <a href="http://www.reic.ca">www.reic.ca</a>                                   |
| Women's Council of REALTORS®                              | PMN                | Performance Management Network      | <a href="http://www.wcr.org">www.wcr.org</a>                                   |

### Other Certifications/Professional Development

| <i>Organization</i>                         | <i>Designation</i> |  | <i>Website</i>  |
|---|--------------------|--|---|
| Alberta Gaming and Liquor Commission        |                    | ProServe Liquor Staff Training                   | <a href="http://proserve.aglc.ca">http://proserve.aglc.ca</a> |
| Canadian Tourism Human Resource Council     |                    | emerit Certification                             | <a href="http://www.emerit.ca">www.emerit.ca</a>              |
| Certified Management Accountants of Alberta | CPLD               | Continuous Professional Learning and Development | <a href="http://www.cma-alberta.com">www.cma-alberta.com</a>  |
| Editors' Association of Canada              | CPE                | Certified Professional Editor                    | <a href="http://www.editors.ca">www.editors.ca</a>            |

# Alberta Real Estate Association: Certification Research

## CERTIFICATION CATEGORIES

As research progressed, it became apparent that the existing certification programs fit into seven overall categories. These categories are used to organize the presentation of research findings.

1. Course Only
2. Course & Performance Evaluation
3. Course & Membership
4. Performance Evaluation & Membership
5. Course & Performance Evaluation & Membership
6. Course & Performance Evaluation & Membership & Ongoing Evaluation
7. Course & Membership & Ongoing Professional Development

## EXISTING CERTIFICATION MODELS

The seven types of certification model found during the course of the research are listed below with a brief description of the model and a list of example programs. Program descriptions are provided in the next section.

### Course Only

The course only model requires candidates to take a course and pass an exam to receive a certificate. Once issued, the certificate does not expire or require renewal.

#### *Example Programs*

- ePRO®
- ProServe

### Course & Performance Evaluation

The course and performance evaluation model requires candidates to take a course, pass an exam, and undergo some type of performance evaluation (observation, simulation, case study, structured interview) to receive a certificate. Once issued, the certificate does not expire or require renewal.

#### *Example Programs*

- emerit

## Alberta Real Estate Association: Certification Research

### Course & Membership

The course and membership model requires candidates to take a course, pass an exam, and join a membership group (council). Membership must be renewed each year and continued certification depends on payment of membership fees. In addition to membership in the applicable group, REALTORS® must maintain membership in good standing with their local and regional organizations. Other than membership fees, there are no ongoing requirements.

#### *Example Programs*

- GREEN
- SRS®
- SRES

### Performance Evaluation & Membership

The performance evaluation and membership model seems to be unique to Verified Professional Agent (in the Real Estate industry). VPA interviews the candidate's broker, peer agents, and former clients to verify the agent's "Critical Client Service Credentials" (commitment, experience, reputation, and ethics). Once the agent is verified, VPA does not repeat the process. Verification is maintained by payment of annual membership fees and remaining a REALTOR® in good standing.

#### *Example Programs*

- VPA™

### Course & Performance Evaluation & Membership

The course and performance evaluation and membership model requires candidates to take a course, pass an exam, undergo some type of performance review (interview, review of completed transactions), and then join a membership group. Membership is maintained by paying annual membership fees and remaining a REALTOR® in good standing.

#### *Example Programs*

- ABR®
- FRI
- PMN

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### Course & Performance Evaluation & Membership & Ongoing Evaluation

The course and performance evaluation and membership and ongoing evaluation model is unique to Quality Service Certified®. Candidates are required to take a course, pass an exam, follow a specified process, participate in an ongoing survey, and pay annual dues. Survey participation entails submitting client names and addresses only; the number of survey responses does not affect certification. Agent ratings are displayed online after four surveys have been received. Membership is maintained by paying annual membership fees, buying survey packages, submitting client names and addresses, and remaining a REALTOR® in good standing.

#### *Example Programs*

- QSC®

### Course & Membership & Ongoing Professional Development

The course and membership and ongoing professional development model requires candidates to take a course, pass an exam, join a membership group, and accumulate a required number of professional development credits over a specified time period. Membership is maintained by meeting PD requirements and paying annual membership fees.

#### *Example Programs*

- CMA CPLD
- EAC CPE

## PROGRAM DESCRIPTIONS

This section provides a brief description of each of the certification programs reviewed in this report. Full descriptions can be found in Appendix A: Information Collection Sheets.

### Real Estate – Direct Competition

#### **Quality Service Certification Inc. — Quality Service Certified (QSC®)**

*Course & Performance Evaluation & Membership & Ongoing Evaluation Model*

##### *Program Description*

To become Quality Service Certified®, a real estate practitioner must attend specialized customer service training, pass a written examination, sign a commitment to follow a prescribed process that is presented and communicated in writing to every home seller and home buyer, submit names and addresses of clients (completed transactions) to the survey. Following the closing of each home sale or purchase an independent research company sends the consumer a comprehensive survey asking critical questions about the details and overall satisfaction of service provided by the sales person and broker. The sales person's ability to maintain Quality Service Certified® status is dependent upon satisfactory service evaluation feedback from those buyers and sellers. The QSC real estate professional's overall Customer Satisfaction Rating (CSR) is published (once four or more surveys have been returned) and available to consumers at [www.QualityService.org](http://www.QualityService.org). (Source: <http://www.qualityservice.org>)

##### Key Findings

- Candidates take an online or classroom course to learn the principles of the Quality Service Certified® process. The online course takes approximately three to four hours. In person courses can be booked for ½ day or 1 day depending on the sponsor's preference.
- The online course costs \$249 US which includes the first package of surveys. The cost of an in-person course varies depending on sponsor subsidies.
- Candidates must pass an online 40-question, multiple-choice exam. The exam takes about 30 to 45 minutes and the passing grade is 70%. Candidates have two attempts to pass.
- Successful candidates must sign a service commitment, a licensing agreement, and obtain a signed recommendation letter from their broker.
- QSC Agents commit to following the QSC process for buying and/or selling transactions
- QSC Agents must participate in the Quality Service Assurance Survey© by providing contact information (name and address) for each completed transaction to QSC's research company, Leading Research Corp. (LRC). Agents can submit the information online through the members section of the QSC website.
- LRC sends the satisfaction survey to the client, collects the results, tabulates them, and posts them (without attribution) on the Agent's profile page at <http://www.qualityservice.org>. Agents see aggregated results; they cannot identify individual clients (unless the client leaves a signed comment).
- Agents have access to the survey information through the password protected members site and can download results for use in marketing materials.

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- Survey results (agent ratings) are posted after four completed surveys have been received. Ratings are posted without names, unless the client signed a comment. QSC reserves the right to contact clients to confirm the survey results.
- QSC Agents must continue to provide client contact information for each completed transaction and purchase survey packages (\$50 for 12 surveys in Canada) to retain the QSC designation.
- The annual renewal fee is \$50 US, plus the cost of survey packages.
- The QSC designation has three levels based on an agent's Customer Satisfaction Rating (CSR). The ratings are based on a minimum of four returned surveys.
  - QSC: CSR of 3.75 or higher
  - QSC Gold: CSR of 4.5 or higher
  - QSC Platinum: CSR of 4.7 or higher and no surveys returned with an overall score below Satisfied (4.0)
- See Appendix B for the QSC Buyer and Seller Guarantees and Sample Surveys

### **Verified Agent — Verified Professional Agent (VPA™)**

#### *Performance Evaluation & Membership*

##### *Program Description*

The Verification is NOT a “designation” that can be purchased... it can ONLY be earned. VPAs™ have their Critical Client Service Credentials objectively verified. Only experienced, full time real estate professionals with clean records of ethical conduct and proven track records of client satisfaction qualify to be VPAs™. We independently confirm that every VPA™ meets the following minimum requirements – which we refer to as our “Critical Clients Service Characteristics”:

|            |   |
|------------|---|
| Commitment | Works full time in Real Estate  |
| Experience | Has at least 24 sales in the prior three years  |
| Reputation | Has at least 10 Fully Satisfied Past Clients would recommend the VPA without any hesitation                 |
| Reputation | Has at least three peer agents from other firms who attest to VPA™'s professionalism, competency and ethics |
| Ethics     | Has a clean record of ethical conduct (Source: verifiedagent.com)   |

##### *Key Findings*

- No courses required. VerifiedAgent acts as an independent third party to verify credentials using email, phone calls, and signed affidavits.
- Candidates must provide contact information for 10 past clients, three peer agents at other agencies, and current broker.
- “VerifiedAgent contacts past clients, peers, broker, governing body (local board and provincial association) to make sure you haven't been involved in a lawsuit or any sort of infraction of CREA's Code of Ethics.” (Source: Kelly Skar, Canada's 1st VPA <http://www.tericonrad.ca/2012/05/31/kelley-skar-canadas-very-1st-verified-agent/>)

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- Verification is based on the Critical Client Service Characteristics (honesty, trustworthiness, reputation/ethics; or trustworthiness, competency, experience, and integrity – various permutations are found on the website). The characteristics were identified based on client responses to a 2009 NAR customer satisfaction survey.
- Members pay a fee for initial verification. The fee is listed as \$247 US on the agents Info page (<http://www.verifiedagent.com/agents-info/>) and \$399 US on the FAQ page (<http://www.verifiedagent.com/agents-info/faq/>). It isn't clear if the two rates are for two different levels of service, or if the rate changed and was not uniformly updated.
- Members pay an annual “re-verification” fee of \$77 US.
- VerifiedAgent provides marketing support (presentation slides) and guidance to help members leverage their VPA status to secure new business and better commissions
- VPA was founded and operated by Michael McClure an American real estate agent. The process is new; the website was registered in August 2011.
- VPA is loosely modeled on the CPA (Certified Public Accountant) designation. The premise is that the “highest” accounting designation confers status and additional earning power on its recipients, so a similar “designation” could do the same in real estate.

### Real Estate – Certificates/Designations

#### National Association of REALTORS® – ePRO® Certificate

##### *Course Only*

##### *Program Description*

Our new e-PRO® curriculum shows you how to use the latest social media technologies, such as Facebook and Twitter, to create an online presence vital in reaching today's hyper-connected consumers. NAR's e-PRO® certification also teaches you how to take advantage of rich media and e-office strategies to run your business more efficiently. (Source: [www.epronar.com](http://www.epronar.com))

##### *Key Findings*

- Candidates receive the ePRO® designation upon completion of two day-long courses. Day 1 is available in class or online. Day 2 is available online only. A two-day online version of the course costs \$239 through Realtor University.
- The ePRO® designation counts as elective credit for the ABR®, CIPS and CRS designations as well as the RSPS certification offered through NAR and related organizations.
- There is no annual membership fee or organization to join.

## Alberta Real Estate Association: Certification Research

### **Green REsource Council, NAR — NAR's Green Designation**

#### *Course & Membership*

##### *Program Description*

This unique program provides vital training, support, and information to real estate professionals who are looking to advance their businesses and raise awareness in their community about the cost savings, health benefits and overall value of homes with green features. NAR's Green Designation does more than introduce REALTORS® to this important topic, it encourages dialogue amongst industry professionals about the positive change in housing toward smarter, healthier, more sustainable homes and neighborhoods. (Source: [www.greenresourcecouncil.org](http://www.greenresourcecouncil.org))

##### *Key Findings*

Candidates must fulfill three (3) requirements to obtain and use NAR's Green Designation:

- Complete these courses and pass each exam with a score of 80 percent or higher;
  - Green 100: Real Estate for a Sustainable Future – Awareness and Comprehension
  - Green 200: The Science of Green Building – Research and Insight
  - Green 300: Greening Your Real Estate Business – Application Skills
- Submit the member application for NAR's Green Designation with proof of completion for all course requirements and proof of your REALTOR® membership.
- Maintain active and good membership status with the Green REsource Council and the NAR® (or an international affiliate such as CREA).
- Course fees: Online: \$130 USD for a single course or \$339 for a three-course bundle through Realtor University. Classroom fees vary by provider
- Designation is maintained with annual membership (\$99 US) in the Green REsource Council.
- The GREEN designation can be used as elective credit towards the ABR® designation, Certified Residential Specialist (CRS) designation, and Resort and Second Home Property Specialist (RSPS) certification. NAR's Green Designation courses are part of the USGBC Education Provider program and count as credit toward LEED® credential maintenance.

### **SRES® Council, NAR — Seniors Real Estate Specialist (SRES®)**

#### *Course & Membership*

##### *Program Description*

Seniors Real Estate Specialists® learn how to:

- Identify the power of generational demographics
  - Develop and maintain relationship marketing skills
  - Counsel rather than sell to seniors
  - Use team-building skills with other seniors professionals
  - Understand the implications of tax laws, probate and estate planning
  - Create a point of difference from the competition
- (Source: [www.seniorsrealestate.com](http://www.seniorsrealestate.com))



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### *Key Findings*

- SRES® follows the same format as NAR's GREEN and ABR® designations.
- Candidates complete the two-day SRES course online or in class with a passing grade of 80% on the exam. The online course is available through Realtor University for \$295 US. (<http://www.learninglibrary.com>). Costs for the classroom version vary by provider.
- Successful candidates join the SRES® Council (annual fee \$99 USD).
- Candidates maintain the designation by maintaining membership in the SRES® Council and remaining NAR® members in good standing.

### **SRS Council — Seller Representative Specialist**

#### *Course & Membership*

##### *Program Description*

The SRS covers a more comprehensive look at seller representation, including marketing, but also discusses the full lineup of legal issues, Code of Ethics issues and practical issues of getting the listing from acquisition to closing. A unique feature of the SRS course is that it takes a transactional approach, combining all of the facets of the transaction with legal, Code and practical issues discussed at each phase of the transaction through closing. (Source: <http://www.srscouncil.com>)

##### *Key Findings*

- Candidates take a 2-day course with a final exam online or from a local board or association. Course fees posted online varied from \$179 to \$299.
- Designees must pay annual dues (\$99) to remain members in the SRS Council (first year membership is included in the course fee).
- Designees must remain REALTORS® in good standing with their local, regional, and national association.
- Most of the administration is handled online (certificate is distributed online)
- Members can use the designation in marketing materials, have access to members-only tools, and can post their profile on the SRS site.
- Consumers can search the SRS site to verify if their REALTOR® has the designation or to find a designated SRS.

### **Real Estate Buyers Agent Council (REBAC) — Accredited Buyer's Representative (ABR®)**

#### *Course & Performance Evaluation & Membership*

##### *Program Description*

The goals of the Accredited Buyer's Representative (ABR®) Designation course are to:

- Prepare real estate professionals to represent buyer-clients in real estate transactions and provide the quality of service and degree of fidelity to buyers that sellers have customarily enjoyed.
- Offer ideas and methods for building a buyer representation business.

## Alberta Real Estate Association: Certification Research

- Develop a self-customized tool for conducting a buyer counseling session.

### *Key Findings*

- Candidates must meet the following three requirements:
  - Complete the two-day ABR® Designation course and one elective with passing grades of 80%. See [www.rebac.net](http://www.rebac.net) for a list of elective courses (over 20).
  - Submit documentation for five closed transactions in which the candidate acted as the sole buyer's representative (no dual agency). Eligible transactions can be completed before or within three years after taking the ABR® course.
  - Maintain active membership in REBAC and NAR (the NAR is requirement waived for international members).
- Candidates have three years to complete performance (closed transactions) requirements after taking the ABR® course.
- Realtor University offers the two day course online for \$295 US
- Annual renewal fee for REBAC membership is \$110 US. If membership lapses for three months, REBAC charges a \$50 reactivation fee. ABR® requirements must be repeated if membership lapses for five consecutive years or longer.

## **Real Estate Institute of Canada (REIC) —Fellow of the Real Estate Institute (FRI)**

### *Course & Performance Evaluation & Membership*

#### *Program Description*

The Fellow of the Real Estate Institute (FRI) is REIC's senior designation and the gold standard for professionals in real estate sales and leasing. The FRI designation exemplifies a highly educated and experienced real estate professional with a wide range of industry knowledge and experience and a commitment to professional development and strong business ethics. (Source: <http://www.reic.ca>)

#### *Key Findings*

- Candidates must meet the following requirements:
  - Hold a valid real estate license and maintain an active practice.
  - Have at least one year's experience, a valid license, and active involvement in real estate sales before applying to the program.
  - Have at least five years of real estate sales or marketing experience as a licensed practitioner before receiving the designation.
  - Complete, sign, and date the application form indicating acceptance of the Rules & Regulations.
  - Participate in an interview with a local REIC chapter representative.
  - Candidates must take 9 courses (4 offered by REIC from a list of 5; 3 university/college electives; 1 law course; and 1 valuation course approved by REIC)
- Candidates have 10 years to complete the program and acquire the necessary experience.
- Total course fees: approximately \$1,645 for the education component (depending on province). FRI candidates may receive course discounts of approximately \$800.

## Alberta Real Estate Association: Certification Research

- Initial certification fee: \$250 non-refundable processing fee plus GST/HST.
- Ongoing membership fee: \$500 annual dues (average, varies by chapter)
- Designates must follow REIC's Code of Professional Standards and remain in good standing with REIC and CREA.
- Designates are encouraged to participate in continuing professional education, but it is not mandatory.

### **Women's Council of REALTORS® — Performance Management Network (PMN)**

#### *Course & Performance Evaluation & Membership*

##### *Program Description*

The Performance Management Network is a REALTOR® designation built from the ground up to bring you the real-world skills, the know-how and the tools that will keep your business out front and on top of an evolving market. The Performance Management Network's suite of professional performance training courses is taught by recognized experts who dig deep into the hot topics that are driving the marketplace and shaping your business. (Source:

<http://www.wcr.org>)

##### *Key Findings*

- Candidates must take three courses from a roster of five (below). Each course seems to take one day and costs about \$100. All courses are offered in classroom settings and one is available online. Course descriptions do not mention exams.
  - Effective Negotiating for Real Estate Professionals
  - Networking & Referral Systems
  - Leadership Excellence
  - The Business of Your Business: Formula, Financials, Function & Freedom (Available Online)
  - Harnessing the Power: Skills Based Performance Management
- Candidates must submit a list of closed transactions made in the prior 24 months totaling a set number of points based on whether the referral is from a WCR member, a REALTOR® or a client. Bonus points can be accumulated for recruiting new WCR members.

##### Point system:

- Submit documented evidence of closed referral transactions (sales) within the past 24 months totaling 30 points:
    - To/from another national WCR member = 10 points each
    - To/from a non-WCR REALTOR®\*\* = 5 points each
    - From a client = 2 points each
- \*\* Recruit this REALTOR® to become a National WCR member, and you double the points earned.

[www.wcr.org/PerformanceManagementNetwork/DesignationRequirements/tabid/118/Default.aspx](http://www.wcr.org/PerformanceManagementNetwork/DesignationRequirements/tabid/118/Default.aspx)

- PMN application fee is \$150 (2008). This includes the application fee (\$75) and the first year's dues (\$75). Annual dues payment is required to maintain the designation.
- There doesn't seem to be any follow up or ongoing requirements to maintain the designation, though it can be assumed designees must be members of the WCR and remain REALTORS® in good standing.

## Alberta Real Estate Association: Certification Research

- PMN courses and designation can be used as transfer credits for electives in other programs (CRB, CIPS, RSPS, ABR).
- Some NAR certificates can be applied as credit for one PMN course. (Source: <http://www.wcr.org>)

## Alberta Real Estate Association: Certification Research

### Other Certifications/Professional Development

#### Alberta Gaming and Liquor Commission — ProServe Liquor Staff Training

##### Course Only

###### *Program Description*

ProServe is a mandatory training program for all people serving or selling liquor or providing security in licensed premises (full- or part-time). The program, which was officially launched in 2004, is a training tool to help:

- Curb the problem of underage drinking
- Reduce alcohol over-consumption
- Reduce impaired driving, and
- Reduce the risk of violence

###### *Key Findings*

- Employees who serve liquor or work in businesses where liquor is served or sold must successfully complete the ProServe course.
- The course can be taken online, in self-directed format, or in a classroom setting. The classroom version is one day including an exam (35 multiple choice questions; 80% pass rate). The self-directed and online options take about 6 to 8 hours to complete including the exam. After registration, candidates have 60 days to complete the online or self-directed version of the course.
- Course fees: online \$25; self-directed: \$50; classroom: \$50.
- ProServe certification is valid for 5 years.
- Other than being subject to enforcement of liquor laws, ProServe designees do not have to meet ongoing requirements.

#### Canadian Tourism Human Resource Council — emerit Certification

##### Course & Performance Evaluation

###### *Program Description*

Be nationally recognized as a leading tourism professional – become emerit certified! Increase job confidence by having your mastery of occupational knowledge and experience rewarded with a professional designation. Employers who promote excellence by certifying their staff will see a higher level of service, resulting in increased customer satisfaction and loyalty (Source: <http://emerit.ca>)

###### *Key Findings*

Overview (requirements vary by occupation)

- Candidates complete a certain number of required hours working in the occupation.
- Candidates take an online course and pass the knowledge exam for that occupation.
- Candidates working in some occupations are required to undergo a performance evaluation. The evaluation can be conducted via a number of strategies (below) or a review of documentation:
  - Incognito: Candidate is observed on the job by an assessor who poses as a client/guest.

## Alberta Real Estate Association: Certification Research

- Simulation: Candidate is placed in a situation that mimics as closely as possible an actual workplace.
- Case Study: Candidates are provided with a written example of a case or a “problem to solve” and asked to respond in a written form.
- Structured Interview: Key questions that require the candidate to form a complex response.
- The certification process takes 6 months to 1 year depending on the occupation/designation (after the candidate has accumulated the required number of hours).
- Experience requirements vary by occupation: “For entry-level occupations, an equivalent of 3 or 4 months may be required. For management and supervisory occupations, the minimum can be 2 years” (Source: <http://emerit.ca/en>)
- Course fees vary by certification; see two examples below:
  - Tourism Certified Professional (TCP) Program
    - Occupational Knowledge Certificate \$115.00
    - Performance Evaluation \$200.00
    - Professional Certification \$315.00 (incl. Knowledge Certificate and Performance Evaluation)
  - Tourism Certified Manager (TCM) Supervisor (costs vary by occupation)
    - Occupational Knowledge Certificate \$145.00
    - Performance Evaluation \$260.00
    - Professional Certification \$400.00 (incl. Knowledge Certificate and Performance Evaluation)

### **CMA–Alberta — Continuous Professional Learning and Development (CPLD)**

#### *Course & Membership & Ongoing Professional Development*

##### *Program Description*

Certified Management Accountants in Alberta must meet Continuous Professional Learning and Development (CPLD) requirements to retain the CMA designation.

##### *Key Findings*

- CMAs must complete 30 hours minimum of CPLD activities each year and meet a 120-hour minimum requirement in every three-year reporting period. At least 20 of the 30 annual hours must be verifiable. All CMAs have the same three-year reporting period (July 1, 2011 to June 30, 2014; July 1, 2014 to June 30, 2017, etc.).
- Allowable activities are divided into two broad categories: verifiable (can be confirmed by an independent source, e.g. conference attendance) and unverifiable (cannot be confirmed, e.g. reading business magazines).
- Types of allowable activities are divided into 4 categories: Learning and Development Activities, Reading or Research, Volunteer and Community Leadership, Formal Teaching and Writing Contributing to Professional Competency
- CPLD hours cannot be carried over between three-year reporting periods, but hours can be carried between years if they relate to courses leading to a certificate or degree, with permission from CMA staff.

## Alberta Real Estate Association: Certification Research

- Certified Management Accountants must complete, but do not have to submit, an annual reporting form (on paper or online). Forms and supporting documentation must be retained for five years and may be audited.
- CMAs must complete an annual declaration of compliance to be submitted with their annual dues. The declaration states that they have met the CPLD requirements but does not provide supporting materials.

### **Editors' Association of Canada — Certified Professional Editor (CPE)**

#### *Course & Membership & Ongoing Professional Development*

##### *Program Description*

The Editors' Association of Canada developed a certification program to contribute to professional development and promote and maintain professional standards.

Five different certification designations are available:

- Certified Structural Editor
- Certified Stylistic Editor
- Certified Copy Editor
- Certified Proofreader
- Certified Professional Editor (CPE) for those who achieve all four designations

##### *Key Findings*

- Candidates can take exams in four different areas of practice: structural, stylistic, proofreading, and copy editing. Exams are 3 hours, in-person, paper-based.
- Certification in individual areas of practice is valuable and may be all a candidate requires.
- Candidates who pass all four exams qualify as a Certified Professional Editor. There is a 10-year time limit to pass the four tests required for CPE certification.
- Exams in two areas of practice are offered in the fall of each year. Subject areas are offered on a rotating basis.
- Exam fees as of 2012: EAC Members: one test \$400; two tests \$750. Non Members: one test \$500; two tests \$950.
- Maintenance: beginning with the November 2011 test cycle, certified editors must pay an annual fee (\$25 for EAC members and \$100 for non members) and earn 100 professional development points over a five-year period in at least three out of five categories (receiving education and training, delivering education and training, volunteering for EAC, working, other) to maintain the certification.

## REFERENCE LIST

### Direct Competitors

#### Verified Professional Agent™ (VPA)

|                   |   |
|-------------------|---|
| Home Page         | <a href="http://www.verifiedagent.com">http://www.verifiedagent.com</a>                                   |
| Verification Info | <a href="http://www.verifiedagent.com/agents-info/">http://www.verifiedagent.com/agents-info/</a>         |
| FAQ               | <a href="http://www.verifiedagent.com/agents-info/faq/">http://www.verifiedagent.com/agents-info/faq/</a> |
| Meet the VPA Team | <a href="http://www.verifiedagent.com/the-team/">http://www.verifiedagent.com/the-team/</a>               |

#### Articles

|   |   |
|---|---|
| VerifiedAgent.com launches                    | <a href="http://agbeat.com/real-estate-news-events/agentverified-com-launches-headed-by-professionalone-broker/">http://agbeat.com/real-estate-news-events/agentverified-com-launches-headed-by-professionalone-broker/</a> |
| Kelley Skar is Canada's First Verified Agent! | <a href="http://www.tericonrad.ca/2012/05/31/kelley-skar-canadas-very-1st-verified-agent/">http://www.tericonrad.ca/2012/05/31/kelley-skar-canadas-very-1st-verified-agent/</a>   |

#### Quality Service Certified (QSC)

|  |   |
|--|---|
| Home Page                                | <a href="http://www.qualityservice.org/">http://www.qualityservice.org/</a>   |
| Referral Network Site                    | <a href="http://www.qualitycertified.org/info/network.aspx">http://www.qualitycertified.org/info/network.aspx</a>               |
| Board of Advisors                        | <a href="http://www.qualitycertified.org/info/advisors.aspx">http://www.qualitycertified.org/info/advisors.aspx</a>             |
| Member site                              | <a href="http://secure.qualitycertified.org/">http://secure.qualitycertified.org/</a>   |
| Requirements                             | <a href="https://secure.qualitycertified.org/content/?page_id=871">https://secure.qualitycertified.org/content/?page_id=871</a> |
| How to Become Quality Service Certified® | <a href="https://secure.qualitycertified.org/content/?page_id=210">https://secure.qualitycertified.org/content/?page_id=210</a> |
| FAQ                                      | <a href="http://www.qualityservice.org/content/?page_id=41">http://www.qualityservice.org/content/?page_id=41</a>               |
| Live Programs                            | <a href="https://secure.qualitycertified.org/content/?page_id=86">https://secure.qualitycertified.org/content/?page_id=86</a>   |
| Online Programs                          | <a href="https://secure.qualitycertified.org/content/?page_id=88">https://secure.qualitycertified.org/content/?page_id=88</a>   |

#### Related site

|                                   |   |
|-----------------------------------|---|
| Rated Agent<br>(owned by QSC Inc) | <a href="http://www.ratedagent.com/">http://www.ratedagent.com/</a> |
|-----------------------------------|---|

#### Articles

|                              |   |
|------------------------------|---|
| Denver Post                  | <a href="http://www.denverpost.com/business/ci_14813281">http://www.denverpost.com/business/ci_14813281</a>   |
| Realtor rating site launches | <a href="http://agbeat.com/real-estate-news-events/realtor-rating-site-launches-full-details-and-a-brief-history-of-realtor-ratings/">http://agbeat.com/real-estate-news-events/realtor-rating-site-launches-full-details-and-a-brief-history-of-realtor-ratings/</a> |

### Other Organizations — Real Estate

#### Real Estate Institute of Canada

|   |   |
|---|---|
| Home Page                                 | <a href="http://www.reic.ca">http://www.reic.ca</a>   |
| Fellow of the Real Estate Institute (FRI) | <a href="http://www.reic.ca/en/designations-fri.cfm">http://www.reic.ca/en/designations-fri.cfm</a>                                     |
| FRI FAQ                                   | <a href="http://www.reic.ca/en/documents/FAQFRI.pdf">http://www.reic.ca/en/documents/FAQFRI.pdf</a>                                     |
| FRI Application Form                      | <a href="http://www.reic.ca/en/documents/MasterFRIGuideAppMay2012.pdf">http://www.reic.ca/en/documents/MasterFRIGuideAppMay2012.pdf</a> |
| Professional Standards                    | <a href="http://www.reic.ca/en/membership-codes-standards.cfm">http://www.reic.ca/en/membership-codes-standards.cfm</a>                 |

#### Real Estate Buyer's Agent Council (REBAC)

|                    |   |
|--------------------|---|
| Home Page          | <a href="http://rebac.net">http://rebac.net</a>   |
| Accredited Buyer's | <a href="http://rebac.net/abr_designation.cfm">http://rebac.net/abr_designation.cfm</a> |



## Alberta Real Estate Association: Certification Research

|                     |   |
|---------------------|---|
| Representative ABR® |   |
| ABR® Requirements   | <a href="http://rebac.net/how_to_get_your_abr.cfm">http://rebac.net/how_to_get_your_abr.cfm</a> |
| ABR® FAQ            | <a href="http://rebac.net/abr_faqs.cfm">http://rebac.net/abr_faqs.cfm</a>                       |

### National Association of Realtors – e-Pro®

|                    |   |
|--------------------|---|
| Home Page          | <a href="http://www.epronar.com">http://www.epronar.com</a>   |
| Certification Info | <a href="http://www.epronar.com/epro_certification_info.cfm">http://www.epronar.com/epro_certification_info.cfm</a> |
| FAQ                | <a href="http://www.epronar.com/faq.cfm">http://www.epronar.com/faq.cfm</a>   |

### National Association of Realtors – Seniors Real Estate Specialist SRES®

|                  |   |
|------------------|---|
| Home Page        | <a href="http://www.seniorsrealestate.com">http://www.seniorsrealestate.com</a>   |
| Designation Info | <a href="http://www.seniorsrealestate.com/sres_program_information.cfm">http://www.seniorsrealestate.com/sres_program_information.cfm</a> |
| FAQ              | <a href="http://www.seniorsrealestate.com/designation_faqs.cfm">http://www.seniorsrealestate.com/designation_faqs.cfm</a>                 |

### National Association of Realtors – Green Designation

|                   |   |
|-------------------|---|
| Home Page         | <a href="http://www.greenresourcecouncil.org">http://www.greenresourcecouncil.org</a>   |
| Green Designation | <a href="http://www.greenresourcecouncil.org/how_to_get_nars_green_designation.cfm">http://www.greenresourcecouncil.org/how_to_get_nars_green_designation.cfm</a> |
| FAQ               | <a href="http://www.greenresourcecouncil.org/designation_faqs.cfm">http://www.greenresourcecouncil.org/designation_faqs.cfm</a>                                   |

#### Articles

|                                 |   |
|---------------------------------|---|
| NAR REALTOR® Designations graph | <a href="http://www.realtor.org/designations-and-certifications">http://www.realtor.org/designations-and-certifications</a> |
|---------------------------------|---|

### Women’s Council of REALTORS®

|                                    |   |
|------------------------------------|---|
| Home Page                          | <a href="http://www.wcr.org">http://www.wcr.org</a>   |
| PMN Performance Management Network | <a href="http://www.wcr.org/PerformanceManagementNetwork/tabid/59/Default.aspx">http://www.wcr.org/PerformanceManagementNetwork/tabid/59/Default.aspx</a>   |
| Requirements                       | <a href="http://www.wcr.org/PerformanceManagementNetwork/DesignationRequirements/tabid/118/Default.aspx">http://www.wcr.org/PerformanceManagementNetwork/DesignationRequirements/tabid/118/Default.aspx</a> |
| Course Descriptions                | <a href="http://www.wcr.org/PerformanceManagementNetwork/CourseDescriptions/tabid/92/Default.aspx">http://www.wcr.org/PerformanceManagementNetwork/CourseDescriptions/tabid/92/Default.aspx</a>             |

### Seller Representative Specialist (SRS)

|               |   |
|---------------|---|
| Home Page     | <a href="http://www.srscouncil.com">http://www.srscouncil.com</a>   |
| Requirements  | <a href="http://www.srscouncil.com/srs/public/candidates/qualify.aspx">http://www.srscouncil.com/srs/public/candidates/qualify.aspx</a>           |
| Course Topics | <a href="http://www.srscouncil.com/srs/public/candidates/courseTopics.aspx">http://www.srscouncil.com/srs/public/candidates/courseTopics.aspx</a> |
| FAQ           | <a href="http://www.srscouncil.com/srs/public/candidates/faq.aspx">http://www.srscouncil.com/srs/public/candidates/faq.aspx</a>                   |

## Other Organizations — Non Real Estate

### Certified Management Accountants of Alberta

|  |   |
|--|---|
| Continuous Professional Learning & Development | <a href="http://www.cma-alberta.com/index.cfm?ci_id=8485&amp;la_id=1">http://www.cma-alberta.com/index.cfm?ci_id=8485&amp;la_id=1</a>                               |
| Professional Development Policy                | <a href="http://www.cma-alberta.com/index.cfm/ci_id/8430/la_id/1/document/1/re_id/0">http://www.cma-alberta.com/index.cfm/ci_id/8430/la_id/1/document/1/re_id/0</a> |
| Continuous Professional Learning               | <a href="http://www.cma-alberta.com/index.cfm?ci_id=8485&amp;la_id=1">http://www.cma-alberta.com/index.cfm?ci_id=8485&amp;la_id=1</a>                               |

## Alberta Real Estate Association: Certification Research

### Editors' Association of Canada

|                         |   |
|-------------------------|---|
| Certification Home Page | <a href="http://www.editors.ca/certification/index.html">http://www.editors.ca/certification/index.html</a>                     |
| Certification FAQ       | <a href="http://www.editors.ca/certification/faq.html">http://www.editors.ca/certification/faq.html</a>                         |
| Credential Maintenance  | <a href="http://www.editors.ca/certification/maintenance.html">http://www.editors.ca/certification/maintenance.html</a>         |
| Maintenance FAQ         | <a href="http://www.editors.ca/certification/maintenance-faq.html">http://www.editors.ca/certification/maintenance-faq.html</a> |

### ProServe Liquor Staff Training

|                   |   |
|-------------------|---|
| Home Page         | <a href="http://proserve.aglc.ca/index.aspx?tabid=1">http://proserve.aglc.ca/index.aspx?tabid=1</a>                               |
| ProServe Training | <a href="http://proserve.aglc.ca/Index.aspx?tabid=5">http://proserve.aglc.ca/Index.aspx?tabid=5</a>                               |
| Online Course     | <a href="http://proserve.aglc.ca/Index.aspx?tabid=13&amp;sc=ASIPOL">http://proserve.aglc.ca/Index.aspx?tabid=13&amp;sc=ASIPOL</a> |
| FAQ               | <a href="http://proserve.aglc.ca/Index.aspx?tabid=7">http://proserve.aglc.ca/Index.aspx?tabid=7</a>                               |

### emerit Tourism Training and Certification

|                       |   |
|-----------------------|---|
| Home Page             | <a href="http://emerit.ca/en">http://emerit.ca/en</a>   |
| About emerit Training | <a href="http://emerit.ca/en/emerit_training/about_emerit_training">http://emerit.ca/en/emerit_training/about_emerit_training</a>             |
| Programs & Resources  | <a href="http://emerit.ca/en/emerit_training/available_training_programs">http://emerit.ca/en/emerit_training/available_training_programs</a> |

## Background Documents

### The Alliance of Sector Councils

|                              |   |
|------------------------------|---|
| Occupational Standards       | <a href="http://www.councils.org/our-priorities/occupational-standards-and-certification/">http://www.councils.org/our-priorities/occupational-standards-and-certification/</a>   |
| Setting the Standard Booklet | <a href="http://www.councils.org/uploadedFiles/Resources_and_Publications/Publications/10-073_TASC_STSBook_Eng.pdf">http://www.councils.org/uploadedFiles/Resources_and_Publications/Publications/10-073_TASC_STSBook_Eng.pdf</a> |

### Insightrix Research

|           |   |
|-----------|---|
| Home Page | <a href="http://www.insightrix.com/">http://www.insightrix.com/</a> |
|-----------|---|

### AREA

|           |   |
|-----------|---|
| Home Page | <a href="http://www.areahub.ca/">http://www.areahub.ca/</a> |
|-----------|---|

### Real Estate Board of Greater Vancouver

|   |
|---|
| <i>Comparison Grid for Continuing Professional Development Programs of Other Professional Organizations</i> (accessed through Virtual Real Estate College research, lists PD requirements for several BC organizations Insurance Council, Law Society, Canadian Association of Accredited Mortgage Professionals, Accredited Mortgage Professional, Professional Engineers and Geoscientists, Certified General Accountants, OREA, AREA, and Chartered Accountants) |
|---|

### Center for Advanced Research on Language Acquisition (CARLA)

|                           |   |
|---------------------------|---|
| Process: Creating rubrics | <a href="http://www.carla.umn.edu/assessment/vac/evaluation/p_7.html">http://www.carla.umn.edu/assessment/vac/evaluation/p_7.html</a> |
|---------------------------|---|

## APPENDIX A: Information Collection Sheets

- Separate document

## APPENDIX B: Quality Service Certified® Sample Documents

- Separate document