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**\$300 Value INCLUDES NAR Green Designation Course & Membership  
AND 12 hours of Real Estate CE Market Place Certified ConEd credit**

**Dates: February 21<sup>st</sup> & 22<sup>nd</sup>**

**Time: 8:30a – 4:30p**

**Where: Midland Holiday Inn**

**810 Cinema Drive, Midland MI 48642**

**Cost: \$135.00 Michigan REALTOR® Members**

**Continental Breakfast and Boxed Lunch included both days**

**NAR's Green Designation** demonstrates how real estate professionals can increase their incomes by helping clients make informed choices about the resource efficiency and performance of the homes they live in, sell, and buy. The course consists of:

**NAR's Green Designation Day 1:** The Resource-Efficient Home - Retrofits, Remodels, Renovations, and New Home Construction

**NAR's Green Designation Day 2:** Representing Buyers and Sellers of Resource-Efficient Homes

**To Register complete form below and submit with payment**

NAME \_\_\_\_\_ LICENSE I.D.# \_\_\_\_\_

(as it appears on your real estate license)

\_\_\_\_ Check enclosed

\_\_\_\_ VISA/MASTER CHARGE (+\$5 service charge)

# \_\_\_\_\_ exp date \_\_\_\_\_

RETURN REGISTRATION TO:

MIDLAND BOARD OF REALTORS®, INC  
2514 LOUANNA, MIDLAND MI 48640  
FAX – 989-631-8709  
[info@midland-realtors.com](mailto:info@midland-realtors.com)

**PREREGISTRATION BY FEBRUARY 18<sup>TH</sup>, 2019 IS REQUIRED  
POCKET CARD (AND A PICTURE ID FOR NON-MEMBERS) WILL BE REQUIRED AT CHECK IN!**

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## Who is it for?

**NAR's Green Designation** is designed for **REALTORS** looking to learn about issues of energy efficiency and sustainability in real estate.

## What You Gain

- Access to members-only marketing tools to help you build your business and gain a competitive edge
- Comprehensive understanding of how homes with green features should be marketed differently than traditional homes
- Market research about communicating with clients interested in different facets of green
- Improved visibility as a trusted advisor and source of information on green homes
- Listing in the online **Green** directory
- Exclusive industry webinars
- Pre-written **Green** content for your social media channels
- The **Green** REsource Council's monthly newsletter
- Promotional tools including:
  - Customizable **Green** client handouts on a variety of green topics
    - Social media headers and images
    - Professionally designed banner ads for designee use
    - Logos for print media and member Web sites
    - Customizable postcard options
    - Marketing brochures for consumers and builders
    - Personalized press releases
    - Access to the GRC Facebook group
- Toolkits, guides, and other resources available through the members-only section of the **Green** REsource Council web site.

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