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## Benefits brought to you by the Green Resource Council

### Current benefits include:

- Access to *The Resource*:
  - An electronic monthly newsletter published by the Green Resource Council and designed to keep you informed of news, events, legislation, and trends in the developing field of green real estate.
- Marketing Tools:
  - Green Resource Council promotional tools include logos for print media and member Web sites, postcard promotions, marketing brochures, personalized press release—with many more on the way. All of this can be found in the members-only section of [www.GreenResourceCouncil.org](http://www.GreenResourceCouncil.org) (accessible only to NAR Green Designees).
- Designation Kits:
  - The Green Resource Council provides NAR Green Designees with a member kit including an official certificate, GREEN lapel pin, press release template, and the U.S. Department of Energy's *Energy Savers* booklet (and order form).
- Additional Credit Opportunities:
  - By completing NAR's Green Designation, you have the opportunity to apply the designation as credit toward either the ABR® designation or RSPS certification, putting you one step ahead of your fellow practitioners

### Future benefits include:

- A greatly expanded, more robust Web site: The Green Resource Council envisions a web-based community that is the "Go-To Green Site" for NAR Green Designees and the NAR family. The website will contain:
  - A listing and personal profile in an online, searchable membership directory so consumers, builders and other real estate professionals can search for NAR Green Designees in their areas. This is an outstanding source for green leads and referrals!
  - Blogs and forums for sharing best practices
  - Ask an expert section
  - Resource links and access to listings for green vendors and service providers.
- National and regional marketing campaigns to increase awareness of NAR's Green Designation. This campaign will focus on consumer awareness of various elements in green real estate purchases, as well as builder awareness, so as to ensure the green philosophy addresses all necessary facets of real estate before, during, and after a real estate transaction.
- Quarterly Webinars, available exclusively to NAR Green Designees, will address green trends and issues.