

# NAR's e-Pro Certification Description

As the lead Subject Matter Expert (SME) for the new rebuild of ePro, no one is more qualified to deliver NAR's only certification related to technology and its ethical use in the real estate business than co-author Craig Grant.

NAR's two-day e-PRO® certification program helps REALTORS® master the advanced digital marketing techniques of today. With the e-PRO® certification, REALTORS® increases its ability to reach customers, expand its capabilities, and build trust by safeguarding client information.

Key takeaways from each day include:

## Part 1:

- How to maximize your web presence
- High-level digital marketing theory and practical implementation of tactics
- Lead lifecycle, from lead capture to nurturing and management using CRM technology
- Applying these methodologies to create a healthy business development funnel
- New and emerging digital formats and software that support online marketing and client communication
- Using cloud computing tools to operate a virtual office
- How to utilize social networks such as Facebook, Twitter, LinkedIn, Instagram, and more to connect with clients and drive more business

## Part 2:

- The importance of data privacy and security for your business and clients
- How to identify risk factors both internally and with external vendors/service providers
- An overview of state and local data privacy and security laws set forth by local governments and the Federal Trade Commission
- Building a foundation for a data security program to implement in your business and everyday life
- How to manage a data breach while following laws and informing those who may have been impacted with care

For more information or to book this course through NAR CRD, go to <https://epro.realtor/earn-your-e-pro-certification/e-pro-course-overview>