

CPM – The Concept Explained

What is CPM? (Certified Practising Member)

- **CPM** is REISA's exclusive professional development program designed to encourage **Practising Members** in their pursuit of excellence in real estate.
- **CPM** supports REISA **Practising Members** in their effort to keep abreast of new legislative changes as they strive for the highest ethical and professional standards.
- **CPM** delivers training in core competencies to ensure REISA **Practising Members** obtain and utilise a combination of skills that will deliver outstanding consumer protection and customer service in real estate.

CPM sends a powerful message to three key stakeholder groups:

The Public

- Members of the public can clearly identify which practitioners are committed to providing the highest standards of legislative care and ethical conduct.

Government

- Government bodies can identify the value that the REISA membership places on the importance of continued professional development.

Real estate professionals

- Real estate professionals can see those of their peers who are the leaders in keeping to the forefront of industry issues.

How does CPM benefit you?

Attaining CPM status gives:

- A competitive edge in the marketplace. You can offer your CPM skills, knowledge and professionalism as just one more reason why listing a property with you will gain the best possible result for your client.
- The right to use the CPM post-nominal in your advertising and promotions.
- A special CPM accreditation certificate for display in your listing and marketing materials.
- Promotion on the CPM list for public viewing on the REISA website.
- Media promotion of the CPM program and CPM members.
- Twice yearly your name will appear in the REISA journal, REM (Real Estate Magazine).