



# Who are ALCs?

The REALTORS® Land Institute confers its most prestigious, experienced, and highest performing members the Accredited Land Consultant (ALC) Designation. Earning the ALC requires successful completion of advanced coursework through the rigorous LANDU education program, a proven track record of transaction performance, adherence to high ethical standards, and a commitment to continued professional growth.

# Why Earn the ALC?

Having the ALC designation gives brokers the expertise, connections, and valuable resources needed to confidently close deals on behalf of their clients. It also gives clients confidence in their broker as the most qualified real estate expert to help them buy or sell their land.

When a land professional becomes an Accredited Land Consultant, that individual gains access to a unique group of real estate specialists who work together to build and share knowledge, develop trusted relationships, and expand business opportunities.

**Camaraderie.** Whether it is to tap a new pool of buyers seeking to purchase a property or to gain additional insights into best practices, having a large network of other highly qualified **best in the business** land brokers through RLI is invaluable.

**Expertise.** Be known as *the* local expert in land transactions. ALCs understand the value of being an expert on all matters pertaining to land real estate through continued professional development.

Land transactions, in particular, require **specialized knowledge** and familiarity with the industry to ensure each client's best interests are met.

