

CRS THE PROVEN PATH TO SUCCESS



Council of
Residential
Specialists

Destination → Success

Reasons to Attend CRS 111 and Become a CRS Designee





In this business there's no denying the power of connections. Now imagine a coast to coast network of associates linked together by three little letters that sum up all the education, integrity and success its members have attained and can achieve, CRS.



CRS Designation & Organization

- **The Top 4 Percent** - Less than 4 percent of all licensed REALTORS® are Certified Residential Specialists
- Over 40,000 members
- Largest not-for-profit affiliate of the National Association of REALTORS®
- Created in 1976 as the first organization to train sales agents



The CRS Designation is:

- The *Symbol of Excellence*
- The most rigorous residential designation
- Earning the CRS requires completing comprehensive educational requirements, as well as providing a proven track record of sales that are above average.



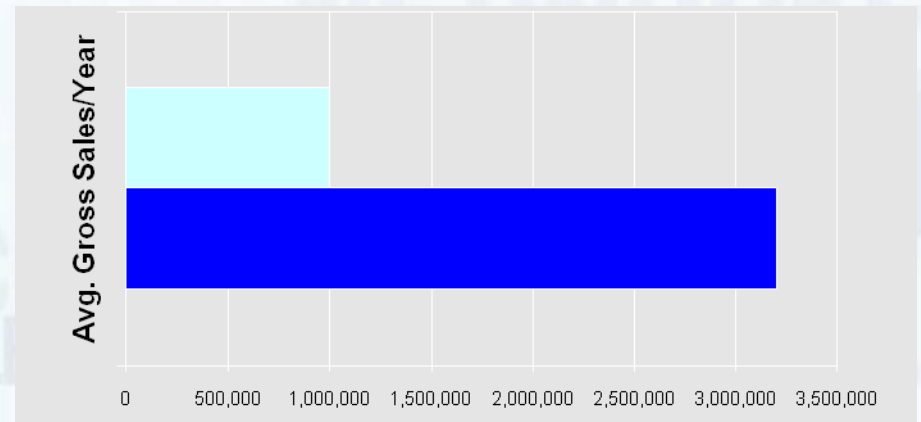
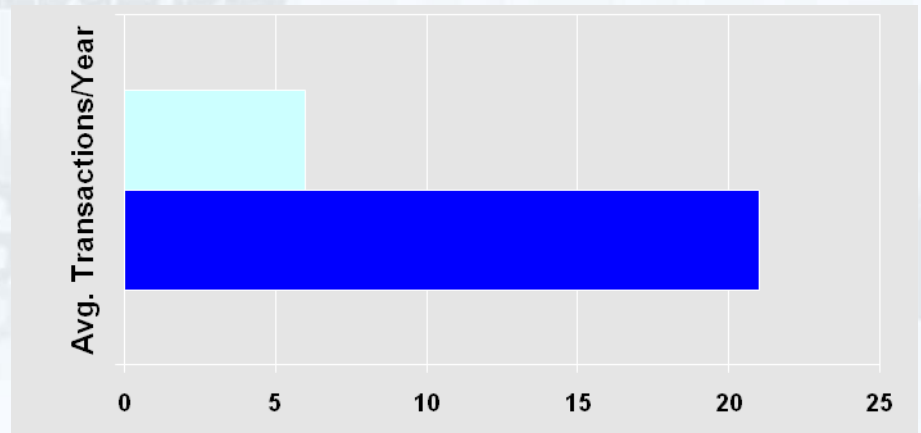
Income Comparison

In 2008, CRS Designees earned an average of \$85,000 annually, nearly three times more than the \$29,400 the average REALTOR® selling residential real estate earned.



Transaction Comparison

- In 2008, CRS Designees completed an average of 21 transactions per year with average gross sales of \$3.2 million annually.
- REALTORS® who worked in 2008 as sales agents without the CRS Designation completed an average of 6 transactions annually with average gross sales of \$1 million per year.





Member Benefits

All Members Receive...

- *The Residential Specialist Magazine*
- Access to Member Connect – the CRS online Community
- Chapter Network
- Quality-Tested products, software and marketing tools that are proven to work for REALTORS®
- Discounted registration to Sell-a-bration®, the Council's annual education conference
- Discounts on the Council's eLearning courses and webinars (even greater discounts for Designees)



Member Benefits

Additional Designee Benefits...

- Recognition, pin and certificate (for purchase)
- Most Qualified Referral Network of over 40,000 Members Nationwide
- Listing in the CRS Referral Directory (print and on-line version)
- Web site link from your Web site to the Council's official Web site
- Marketing tools to help you promote your business locally
- Copy of the CRS Membership Referral Directory



Broker Benefits

Why should your agents earn the CRS?

- CRS Designees earn higher incomes, which boosts your bottom line
- CRS Designees receive better training, so you have less liability and risk
- CRS Designees are more professional, which reflects positively on you and your company
- CRS Designees provide better service to their clients, so you'll have happier customers
- CRS Designees are better educated through CRS Courses and learn to be more self-reliant, so you can be more comfortable with their decisions



Designation Requirements

Options	Production Requirements
Option A	75 transactions within any five years OR \$25 million within any five years
Option B	25 transactions (with no time frame) OR \$8 million with a minimum of 10 transactions within any 2 years
Pro-Program	150 Transactions OR An average of \$1 million per year of experience with a minimum of 40 transactions (i.e. 10 years=\$10 mil, 15 years = \$15 mil, 25 years=\$25 mil, etc.)
Managers	Directly oversee a minimum of 400 closed residential transactions OR Directly oversee \$80 million in closed residential transactions OR Have 4 years of real estate management experience



Designation Requirements

Cont.

Options	Core Course Requirements	Elective Requirements
Option A	4 Core Course Units	4 Units
Option B	6 Core Course Units	4 Units
Pro-Program	2 Core Course Units	N/A
Managers	6 Core Course Units	4 Units



Elective Options*:

A total of 4 units are needed for Managers and Options A & B.

Choose from the following:

- Additional CRS Core Courses
- CRS Approved One-Unit Courses
- Attendance at *CRS Sell-a-bration*®
- Additional Production
- A variety of other real estate courses
- Bachelor's Degree **OR** any one of a variety of Designations

* For a complete list of options, visit www.CRS.com.



In "Short Sales & Foreclosures: Protecting Your Client's Interest" Course (CRS 111) you will learn:

- The foreclosure process and how to service and sell REOs
- Pre-foreclosure techniques to counsel and assist homeowners in avoiding foreclosure
- How to effectively list and sell short sale properties
- To adapt to and capitalize on the changing real estate market
- Management and information systems necessary to communicate with financial institutions regarding REOs & short sale properties



Date: March 22, 2010

Location: RVAR

4358 Starkey Road, Roanoke, VA 24018

Tuition: \$139

How to register: 3 Ways...

 Online rvar.com,

 Fax to 540-772-8058

 Mail form to the address above



The CRS Journey Never Ends

So follow in the footsteps of other successful REALTORS®. Earn your CRS Designation, then leverage the benefits that accompany the Designation to continue on your path.

Because for ambitious, hardworking residential real estate professionals, the journey never ends.



Thank you!

For more information on this course or
the CRS Designation, please visit
www.CRS.com.