



# CRS TWO-DAY COURSE SPONSORSHIP

CRS Courses are a smart investment for your members and your organization. There are many sponsorship options to choose from, and each course is customized to address the unique needs of your market.

For more than 30 years, the Council of Residential Specialists has been a recognized leader in residential real estate training. We offer CRS Two-Day and One-Day Classroom Courses as well as Elective Courses for state associations, local REALTOR® boards, CRS Chapters, and real estate companies to sponsor.

## CRS Course Sponsor Benefits:

**FLEXIBILITY** – Choose from three different service packages of sponsorship to suit your needs as a sponsoring organization when you offer a CRS Two-Day Classroom Course.

**PRACTICAL** – CRS Courses help your members and real estate agents improve their skills immediately. They can apply the practical education to their businesses and become more profitable and efficient real estate agents.

**AFFILIATION** – By sponsoring a CRS Course, you form an alliance with the Council of Residential Specialists. The Council is an organization that awards the highest residential sales designation in the industry, the Certified Residential Specialist® (CRS) Designation.

**PROFIT** – The popularity of CRS training can provide revenue for your organization. You determine the tuition, and a successful course can lead to profitability.

# Marketing Support

In 2011 CRS offered more marketing support for our Course Sponsors than ever. In addition to listing courses in the Council's magazine and on the website, providing customizable marketing templates, offering phone support from the Education Program Coordinator, sponsor newsletters, and a marketing guide in the Course Sponsor Handbook, sponsors now have access to:

- **COURSE SPONSOR INFORMATION CENTER** – access to past course demographic information and rosters, links to marketing materials and instructor bios
- **VIDEOS FOR EVERY COURSE**
- **CUSTOMIZABLE POWERPOINT PRESENTATIONS FOR EVERY COURSE** – including CRS statistics, reasons why a broker would want their agents to attend, and testimonials
- **PROVEN PATH TO SUCCESS MARKETING GUIDE** – proven tips from CRS Course Sponsors
- **NEW CHECKLISTS** to keep them on track
- **PRESS RELEASE AND COURSE CONFIRMATION TEMPLATES**
- **COURSE BUDGET WORKSHEET** – to help you determine what tuition to charge



# CRS Courses

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CRS Two-Day classroom courses are the most direct route on the path to the CRS Designation. Each of the seven Two-Day courses is tailored to specific skills your members need to be successful in ANY market. Below is a summary of each CRS Two-Day classroom courses. For information on One-Day and Elective classroom courses or for more detailed information on the courses listed below please visit <http://www.crs.com/Courses/1958>.

## CRS Two-Day classroom courses

**BUSINESS PLANNING AND MARKETING (CRS 200)** – Students will identify the benefits of a business plan, develop income goals using the budgeting process, and create a marketing plan to meet their goals and objectives. **Recently Updated**

**LISTINGS (CRS 201)** – Students learn the important skills necessary to conduct successful listing presentations, price a home to sell, close the transaction and market and promote effectively.

**SALES (CRS 202)** – Students discover how to work with today's new buyer through counseling, salesmanship and negotiation. These effective strategies will give agents customers for life.

**WEALTH BUILDING (CRS 204)** – Students learn how to identify the right opportunities in a down market or an up market, compare real estate with other investments and create additional wealth – for themselves and their clients.

**FINANCING AND TAXES (CRS 205)** – Students become skilled at the latest financial applications and considerations to become more effective and set themselves apart from the competition.

**TECHNOLOGY (CRS 206)** – Students are introduced to technology tools that enable them to become more productive, increase their profits, and differentiate themselves in the marketplace. (A high-speed internet connection is required.)

**REFERRALS (CRS 210)** – Students learn the essentials for refocusing their business plan to a customer-service centered, repeat and referral business that is more profitable AND enjoyable.

# Two-Day Service Packages and Pricing

## Standard

**\$40 Per Student**

For Sponsors who have more resources for marketing and course administration.

### Ideal if You:

- Prefer to print your own student guides and exams
- Have dedicated staff to handle marketing support
- Are able to grade exams
- Need minimal marketing support

### Features

- CRS promotional materials, such as Membership Brochures are sent to sponsor
- Course is posted on CRS.com
- Course is published in *The Residential Specialist* magazine
- Administrative and marketing support from CRS Education Program Coordinator
- One blast e-mail to CRS members and students in five surrounding states

## Enhanced

**\$60 Per Student**

For Sponsors that want CRS to grade their exams and offer marketing support.

### Ideal if You:

- Prefer to print your own student guides and exams
- Desire extra marketing support
- Prefer not to grade exams

### Features

- CRS Promotional materials, such as Membership Brochures are sent to sponsor
- Course is posted on CRS.com
- Course is published in *The Residential Specialist* magazine
- Administrative and marketing support from CRS Education Program Coordinator
- CRS sends exam answer sheets and grades exams
- Two blast e-mails to CRS members and students in five surrounding states
- Option to receive badges, tent cards and badge holders

## Comprehensive

**\$100 Per Student**

Our “original” level of service Includes more administrative and marketing support.

### Ideal if You:

- Prefer the Council print the student guides and exams
- Desire additional marketing support tailored to your needs

### Features

- Student guides, exams, exam answer sheets, badge holders, blank badge inserts and blank tent cards sent to sponsor
- CRS Promotional materials such as Membership Brochures are sent to sponsor
- Course is posted on CRS.com
- Course is published in *The Residential Specialist* magazine
- Administrative and marketing support from CRS Education Program Coordinator
- CRS grades exams
- Three blast e-mails to CRS members and students in five surrounding states.
- One set of mailing labels
- “Almost There” campaign upon request
- Sponsor’s Choice: Fourth blast e-mail or CRS-customized flyer

# Schedule Now – Don't Delay

The Council recommends that you schedule your Courses as least four months in advance to not only help your local agents plan their schedule, but to give your organization enough time to properly promote the course. Check out the Council's Course Marketing Checklist for promotion ideas and timelines. With four months advance notice, it ensures that your course will be listed in *The Residential Specialist* magazine too.

Become a CRS Course Sponsor today to offer high-quality real estate education, open new business opportunities with and for your members and launch a profit-making educational event!



To find out more about why and how to become a Sponsor of CRS Courses visit our website at [www.crs.com/Sponsor](http://www.crs.com/Sponsor) or contact the Education Program Coordinator directly at [alaue@crs.com](mailto:alaue@crs.com) or call 312.321.4456.

# Student Testimonials:



*"In recognition and appreciation of the CRS program, the classes and education that I have experienced thus far, have been absolutely informative, creative and appreciated. I look forward to years of applying the principals and high quality of education for my clients."*

**Linda Blomquist, CRS; Coldwell Banker Pacific Properties, Aiea, HI**

*"Any CRS class is well worth the time and they fire me up for quite a while. It is the burst of energy needed in any career, anytime, but particularly for a REALTOR® in a recession!"*

**Wendy Witt, Scott and Bond, Bedford, VA**

*"I strongly believe in the CRS programs. Every single class I have attended through the Council of Residential Specialists has provided me with useful ideas that I can immediately implement into my Real Estate business."*

**Dawn Thomas, CRS; Intero Real Estate Services, Los Altos, CA**

*"Just want you to know how much I tout the CRS designation to newcomers. It has been a tremendous tool for interchange with other CRS's around the country. The referrals and the connection to each other feels and works great! I owe a successful career to a very large part to CRS."*

**Victoria Hanousek, CRS; Smith Real Estate, Enid, OK**

*"CRS instructors and courses are the best! I always take away money making strategies."*

**Georgia Turner, CRS; Prudential Fezler & Russell, Tallahassee, FL**

# Sponsor Testimonials:



*"It is a pleasure to work with the staff and instructors at CRS. The staff provides a high level of service and is always there to answer any question you may have along with making the process of holding a CRS course run smoothly. The instructors are fun and so knowledgeable on the topics they teach. Through all the CRS courses we have held, I have not had one negative experience, thank you CRS!"*

**Andrea Riley; Education and Events Director, Saint Paul Area Association of REALTORS®**

*"The two-day CRS courses enable agents to stand above others by meeting their specific business requirements. The courses are very well received. Perhaps more impressively, attendees have commented on the positive change in their overall performance. The instructors offer comprehensive training, practices and skills critical to effective performance, and present the very best professional presence. The courteous assistance provided by the CRS staff improves the quality of each course."*

**Karen Benderman; Professional Development Coordinator, MetroTex Association of REALTORS®**

*"As a course sponsor for the New Mexico Chapter of CRS it has been nothing but a wonderful experience when scheduling a class and getting all the details worked out with CRS. The education staff is amazing at what they do and truly want your course to be a success. From the time you schedule a course to after the course is complete you have support from CRS. CRS staff will call and email periodically to ensure everything you need is in place to make your course a success. With such a great support staff from CRS we look forward to putting on our courses each year because we know CRS is there to help."*

**Waylon Chavez, CRS; 2012 New Mexico CRS Chapter President**



Council of Residential Specialists  
The Proven Path To Success

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**FLEXIBLE. PRACTICAL. PROFITABLE.**