

CRS Course Sponsor Handbook:
**The Complete Guide from Submitting
the Agreement to Facilitating the
Course**



Council of
Residential Specialists

The Proven Path To Success



Introduction

This handbook is full of information and ideas you need to sponsor and market a CRS Course or Elective Course in 2012 and should be read in its entirety. This handbook should be used as a guide for sponsoring, marketing and facilitating CRS Courses.

Please call the Education Program Coordinator at 800.462.8841, ext. 4456, with questions about Course sponsorship or general Course information.

TABLE OF CONTENTS

Deciding to Sponsor a Course

I.	Deciding to Sponsor a Course	2
II.	Costs for CRS Two-Day Classroom Course	2
III.	Service Packages and Introductory Pricing.....	3
IV.	Deciding to Co-Sponsor	4
V.	Company Sponsored CRS Core Course.....	4
VI.	Scheduling Next Year's Courses.....	4
VII.	CRS Two-Day Classroom Course Descriptions	5
VIII.	Developing a Budget.....	7
IX.	Blackout Dates	8
X.	Certified Instructors	9
XI.	Facility Requirements.....	10
XII.	Requirements for Live Course Delivery via Satellite, Video or Online	11
XII.	Action Plan Checklist	12

The CRS Approval Process

I.	Complete the Agreement	2
II.	Course Request Evaluation.....	2
III.	CRS Two-Day Course Confirmation E-mail	2
IV.	Course Denial	3

CRS Course Marketing

I.	Course Sponsor Marketing Tool Kit	2
II.	Marketing Assistance from the Council	11

Sponsor Responsibilities

I.	Instructor Details	2
II.	Course Materials	3
III.	On-Site Administrators	5
IV.	Invite CRS Chapter Representative	5
V.	Course Times.....	6
VI.	Continuing Education Credit.....	6
VII.	Course Roster	6
VIII.	Cancellation	7
IX.	Date Changes	7
X.	Course Sponsor Information Center.....	8

Post-Course

I. Post Course Materials	2
II. CRS Post-Course Information	3
III. Examinations.....	3

CRS Information

I. Levels of Membership	2
II. Membership Advantages.....	2
III. CRS Advantage	3
IV. Designation Requirements	5
V. CRS Education Staff	8

One-Day Courses

I. CRS Designation Credit	2
II. Sponsorship	2
III. Instructor Travel, Lodging and Per Diem.....	2
IV. Course Materials	2
V. Course Exam	2
VI. Marketing	3
VII. Course Roster	3
VIII. Continuing Education Credit.....	3
IX. Promotion of Council Membership and the CRS Designation	3
X. CRS One-Day Course Descriptions	4
XI. One-day Elective Course Descriptions.....	4
XII. Logistics/Planning Points	7
XIII. Notification Form	8

Appendix

CRS Clip Art.....	2
Sample Course Co-Sponsor Agreement	3
Press Release Template	4
Mass E-mail Order Form	5
Label Order Form.....	6
“Almost There” Campaign Order Form.....	7
Course Roster Template	9
Sample CRS Course Brochure	10
Sample CRS Course Postcard.....	12
Sample CRS Course Flier	13

Section 1: Deciding to Sponsor a CRS Two-Day Course

The Council strongly recommends that you submit your agreement at least four months in advance. This will give you enough time to market your Course and ensure success.

Contents

I.	DECIDING TO SPONSOR A COURSE	2
II.	COSTS FOR CRS TWO-DAY CLASSROOM COURSES.....	2
III.	SERVICE PACKAGES AND INTRODUCTORY PRICING.....	3
IV.	DECIDING TO CO-SPONSOR.....	4
V.	COMPANY SPONSORED CRS TWO-DAY COURSES	4
VI.	SCHEDULING NEXT YEAR'S COURSES.....	4
VII.	CRS TWO-DAY CLASSROOM COURSE DESCRIPTIONS	5
VIII.	DEVELOPING A BUDGET	7
IX.	BLACKOUT DATES	8
X.	CERTIFIED INSTRUCTORS.....	9
XI.	FACILITY REQUIREMENTS.....	10
XII.	REQUIREMENTS FOR LIVE COURSE DELIVERY VIA SATELLITE, VIDEO OR ONLINE	11
XIII.	ACTION PLAN CHECKLIST.....	12



Council of
Residential Specialists
The Proven Path To Success

I. DECIDING TO SPONSOR A COURSE

Whether you presented a Course before or are considering it for the first time, you'll find compelling reasons for scheduling one in the following pages. If your organization is a CRS Chapter, state association, local REALTOR® board or real estate company, you are eligible to become a sponsor of CRS or Elective courses and doing so will show your agents and members that you are committed to bringing them the highest quality residential real estate education available.

One of the first decisions you must make is which Course you would like to sponsor. To determine which CRS Course or Elective Course would be most successful in your area, you may want to conduct a survey to find out which Courses potential students are interested in taking. You can find the CRS Two-Day course descriptions on pages 6-7 of this section. CRS One-Day and Elective course descriptions can be found in Section 7, pages 4-7. All course descriptions can be found on the website at <http://www.crs.com/Courses/1958>.

You will need to consider which dates to hold your Course and will want to use the Course schedule at <http://www.crs.com/Schedule/1935> to find out what other sponsors in your state or surrounding area have scheduled.

Once you have decided on a course and have dates in mind, review the list of Certified Instructors to determine who you would like to work with. A complete list of Certified Two-Day Course instructors can be found on page 10 or you can visit <http://www.crs.com/Instructors/1943> for the most updated list of instructors for CRS and Elective courses.

Your budget requirements may also determine which service package works for your organization. Information on the Service Packages can be found online at <http://www.crs.com/ServicePackages> or on pages 3-4 and a budget income worksheet can be found on page 8 or online at <http://www.crs.com/File/Excel/CourseBudget.xls>. Service packages and the budget worksheet are for CRS Two-Day Courses only.

The following pages will help you with your CRS Two-Day Course decisions. Information on scheduling and offering a One-Day course can be found in Section 7: One-Day Courses.

II. COSTS FOR CRS TWO-DAY CLASSROOM COURSES

Each sponsor must pay a \$250 processing fee to the Council in order to schedule a CRS Two-Day Classroom course. This fee will **only** be returned if your course is not approved. All other fees will be determined by the Service Package you choose and the teaching fee you agree upon with your instructor.

Since they are the responsibility of the sponsor, other expenses you will have to consider are:

- Marketing
- Facility
- Student Food and Beverage
- Audio-Visual Equipment
- Instructor teaching and travel fees

III. SERVICE PACKAGES AND INTRODUCTORY PRICING

Three service packages will be available for Sponsors to choose from when they enter into an agreement to schedule a CRS Two-day Classroom Course. The different packages provide flexibility that allows Course Sponsors to determine the level of service they wish to receive from the Council and which per student fee they will pay based on that service. When filling out your CRS Two-Day Course Sponsor Licensing Agreement, you must indicate which service package you are choosing. The three price levels and the services they include are listed below.

Standard \$40 Per Student	Enhanced \$60 Per Student	Comprehensive \$100 Per Student
<p>For Sponsors who have more resources for marketing and course administration.</p> <p>Ideal if You:</p> <ul style="list-style-type: none"> • 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 <p>Features</p> <ul style="list-style-type: none"> • CRS sends CDs with supplemental student materials. • CRS promotional materials such as Membership Guides are sent to sponsor. • Course is posted on CRS.com. • Course published in The Residential Specialist magazine. • Administrative and marketing support from CRS Education Program Coordinator. • One blast e-mail to CRS members and students. 	<p>For Sponsors that want CRS to grade their exams and need some extra marketing support.</p> <p>Ideal if You:</p> <ul style="list-style-type: none"> • Prefer to print your own student guides and exams. • Desire extra marketing support. • Prefer not to grade exams. <p>Features</p> <ul style="list-style-type: none"> • CRS sends CDs with supplemental student materials, and exam answer sheets. • CRS Promotional materials such as Membership Guides are sent to sponsor. • Course is posted on CRS.com. • Course published in The Residential Specialist magazine. • Administrative and marketing support from CRS Education Program Coordinator. • CRS grades exams. • Two blast e-mails to CRS members and students. • Option to receive badges, tent cards and badge holders 	<p>Our “original” level of service Includes more administrative and marketing support.</p> <p>Ideal if You:</p> <ul style="list-style-type: none"> • Prefer the Council print the student guides and exams. • Desire additional marketing support tailored to your needs. <p>Features</p> <ul style="list-style-type: none"> • CRS sends Student guides, exams, CDs with supplemental student materials, exam answer sheets, badge holders, blank badge inserts and blank tent cards to sponsor. • CRS Promotional materials such as Membership Guides are sent to sponsor. • Course is posted on CRS.com. • Course 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. • One set of mailing labels. • “Almost There” campaign. • Sponsor’s Choice: Fourth blast e-mail or CRS-customized flyer

IV. DECIDING TO CO-SPONSOR

From marketing to on-site administration during the course, presenting a CRS Two-Day Classroom Course can be very time-consuming. Co-sponsorship is a great way to offset your program costs and to divide the Course sponsorship duties. Possible co-sponsors could be local boards, state associations, CRS chapters or real estate companies.

Co-sponsoring organizations should create a binding written agreement that details the responsibilities and profit/expense breakdowns of each organization. Both organizations need to sign the CRS Two-Day Course Sponsor Licensing Agreement before it is submitted. A sample of a Course Co-Sponsor Agreement between a CRS chapter and another sponsor can be found on page 3 of the Appendix.

V. COMPANY SPONSORED CRS TWO-DAY COURSES

There are special requirements for company sponsored CRS Two-Day Courses. They are:

- The CRS Two-Day Course **may not** be used as a recruiting tool.
- All marketing and promotions of the CRS Two-Day Course will be directed **only** to the independent contractors or employees of the company sponsor.
- **Only** independent contractors or employees of the company sponsor are allowed to attend its CRS Two-Day Course.

When a company co-sponsors a CRS Two-Day Course with a not-for-profit organization, the company's name cannot appear on any promotional pieces distributed to agents who do not work for the Co-sponsoring company. All student registration checks must also be made out to the not-for-profit Co-sponsor.

If the for-profit/not-for-profit co-sponsored CRS Two-Day Course is not handled in the manner stated above, only the for-profit company's employees are allowed to attend the CRS Two-Day Course.

VI. SCHEDULING NEXT YEAR'S COURSES

You may schedule next year's courses as soon as the CRS Two-Day Course Sponsor Licensing Agreement is available. Although a CRS Two-Day Classroom Course request can be submitted for approval at any time, the benefits of scheduling early are:

- First choice of dates
- First choice of instructors
- Extra marketing time

VII. CRS TWO-DAY CLASSROOM COURSE DESCRIPTIONS

From business planning to referral enhancement, CRS Two-Day Classroom Courses offer agents the practical information they need to stay ahead in today's challenging real estate market. The CRS Two-Day Classroom Courses are the core education to earn the CRS Designation.

As you market your CRS Core Two-Day Classroom Course, please use the descriptions below. For a list of objectives for each Course, please visit www.crs.com.

Business Planning and Marketing Course (CRS 200)

Successful real estate agents know how to run a business. They know how to define their goals and have the business planning, budgeting, and marketing skills to get them where they want to go. After taking this course, students will know how to think like a business owner, with the ability to develop a complete business plan with strategies they can implement immediately.

Course Content:

- Business plan development
- Budgeting and cost analysis
- Prospecting techniques
- Personal promotion techniques

Required for CRS 200: standard calculator

Financing Course (CRS 205)

Every real estate transaction has tax and financial considerations. It is evident in the real estate world today that REALTORS® can help their customers understand their financial choices regarding the largest purchase many of them will make. The right financial decision can provide peace of mind and save them money, creating customers for life. **Financing Solutions to Close the Deal** is filled with applications that you can use to become more effective and set you apart from your competition.

Course Content:

- Identifying tax saving opportunities
- Debt and mortgage management strategies
- Financing alternatives
- Tools that will demonstrate options

Required for CRS 205: financial calculator. Recommended are the HP-10BII, HP-12C or the TI-BA real estate calculator.

Income Properties Course (CRS 204)

More people have become wealthy investing in real estate than many other investments. Agents who want to learn the specific secrets to smart real estate investments can discover them in this course. Students will 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. This high-energy course explores another way to generate sales that has been overlooked. And the results can be life changing! This class is a must for any real estate professional looking to create wealth through residential real estate investment.

Course Content:

- Identify money-making opportunities
- Retirement planning and investing
- Comparing potential investment opportunities
- Calculating initial investment to rate of return

Required for CRS 204: financial calculator. Recommended are the HP-10BII, HP-12C or the TI-BA real estate calculator.

Listing Course (CRS 201)

The quality of an individual's listing skills can give him or her a strong competitive edge. Only those professionals who learn proven listing strategies will win over the client and increase their conversion rate. **Listing Strategies** provides students with the important skills necessary to conduct successful listing presentations, price a home to sell, close the transaction and market and promote effectively. The course takes students through an actual listing presentation that helps them understand the key steps in this process and create a system for success:

Course Content:

- Conducting an effective listing presentation
- Seller guidance and counseling
- Sellers' needs and motivations
- Pricing a home to sell
- Closing techniques
- Marketing plans and servicing systems

Referral Course (CRS 210)

Building an Exceptional Customer Service Referral Business is a highly interactive course designed to deliver all the essentials for refocusing the student's business plan to a customer service centered, repeat and referral business. The information provided will help identify the expectations of the "new consumer", the "new behaviors" necessary to meet those expectations and specific systems to make the agent's business more productive, more profitable and more enjoyable.

Course Content:

- Dialogues and strategies for building a referral database
- Delivery systems to generate a successful referral business
- Attracting a higher caliber client
- Meeting the expectations of the "new consumer"

Required for CRS 210: Bring a list of 20 randomly selected past clients, so you'll leave the class with an action plan to implement immediately.

Sales Strategies Course (CRS 202)- Recently Updated

Top sales associates enjoy a competitive advantage because they understand what motivates and influences their customers. **Sales Strategies** gives students the inside track to win over prospective buyers by teaching them the necessary strategies that make their sales quick and efficient. Students will learn how to work with today's new buyer through counseling, salesmanship and negotiation. These effective strategies will give agents customers for life.

Course Content:

- Understand buyer motivation
- Eliminating sales resistance
- Creating trust and loyalty from buyers
- Negotiating skills

Technology Course (CRS 206)

Today's internet-enabled real estate market requires sales agents to work faster and be more responsive than ever before. The ability to quickly access and exchange information – anywhere, anytime, – can be the difference between making and breaking a transaction. The **Technologies to Advance Your Business** course guides students through a process for analyzing the technology needs of their business. Course topics focus on using technology tools that enable sales agents to become more productive, increase their profits, and differentiate themselves in the marketplace. This course combines targeted discussion topics, technology demonstrations, and engaging activities to prepare students to select the right technology tools and systems to advance their business.

Course Content:

- Automated contact management & follow-up systems
- Successful marketing via Web sites, Blogs and other communication tools
- Effective multimedia technologies for enhanced listing & buyer presentations
- Time-saving technology tools
- Strategic mass email & internet marketing

VIII. DEVELOPING A BUDGET

Use the CRS Course Budget Worksheet to determine the costs involved in sponsoring a CRS Two-Day Classroom Course.

Student tuition should be based on accurate and detailed cost analysis. Ultimately, the total amount of student tuition you collect should cover the total cost of the Course as well as provide profit.

Select your Service Level and Enter Fee/Student Here →

- Standard** \$40 per student fee
- Enhanced** \$60 per student fee
- Comprehensive** \$100 per student fee

(This total is based on your estimated number of students times the per student fee.)

Estimated Income		Your Estimate	Estimated Expense		Sample	Your Estimate
Number of Students	Sample 40	<input type="text"/>	CRS Processing Fee	+\$250		<input type="text"/>
Tuition	x\$325	<input type="text"/>	Service Level Fees	+\$1,600	+\$	<input type="text"/>
Tuition Income	\$13,000	<input type="text"/>	Meeting Room	+\$1,000	+\$	<input type="text"/>
			Breaks/Lunches	+\$500	+\$	<input type="text"/>
			AV Costs	+\$1,800	+\$	<input type="text"/>
			Local/Regional Mktg. Costs	+\$2,000	+\$	<input type="text"/>
			Student Guide and Exam	+\$1,000	+\$	<input type="text"/>
			Instructor Fees*	+\$5,000	+\$	<input type="text"/>
			Miscellaneous Costs	+\$350	+\$	<input type="text"/>
			Total Purchase Price & Expenses	\$16,075	\$	<input type="text"/>
			Tuition Income	\$19,250	\$	<input type="text"/>
			Total Purchase Price & Expenses	-\$16,075	-\$	<input type="text"/>
			Sponsorships*	+\$500	+\$	<input type="text"/>
			Estimated Net Income	\$3,675	\$	<input type="text"/>

*You may want to approach title, mortgage or loan companies to host a lunch, coffee breaks, breakfast, snacks or reception. This offsets your costs and creates a pleasant, enjoyable atmosphere. Allow five to 10 minutes for a small presentation.

Many CRS Designees want to take Courses to keep up with the latest trends and information. Sponsors usually give Designees a price break, but it is ultimately up to you to determine specific tuition rates. Note: The Designees must receive Course materials and be included on the final roster you send to the Council.

Same Amount

Same Amount

*This is an estimate, instructor fees will vary

An Excel version of this form contains the formulas that will calculate the math for you. It can be found at: <http://www.crs.com/File/Excel/CourseBudget.xls>

IX. BLACKOUT DATES

When you choose a date to hold your CRS Two-Day Classroom Course you should not schedule on the dates listed below because of holidays, pre-scheduled CRS business meetings/conferences or other CRS events. Certain holidays not listed may be particularly special to your agents; please plan around these accordingly.

2012

January 2	New Year's Day Holiday
April 6-9	Easter Holiday
May 17-20	NAR Mid-Year Legislative Meetings & Expo
May 28	Memorial Day Holiday
July 4	Independence Day Holiday
July 16-27	Instructor Certification Workshop
September 3-4	Labor Day Holiday
November 7-10	REALTORS® Conference & Expo
November 21-23	Thanksgiving Holiday
December 24-31	Christmas Holiday

Other Dates to Note:

September 16-18	Rosh Hashanah
October 25-26	Yom Kippur
December 8-16	Hanukkah

X. CERTIFIED INSTRUCTORS

New Faces. Familiar Faces. CRS Certified Instructors* have been through a rigorous training program to deliver the CRS educational offerings effectively and enjoyably. Instructors' fees, hotel and travel expenses are the responsibility of the sponsor.



Lee Barrett
Las Vegas, NV
CRS 201



Chris Bird
Urbana, Ill.
CRS 204



Chuck Bode, CRS
Omaha, Neb.
CRS 200, CRS 201,
CRS 202, CRS 210



Dale Carlton, CRS
Fayetteville, Ark.
CRS 200, CRS 204
CRS 205



Tina Daniel, CRS
Searcy, Ark.
CRS 204, CRS 205,
CRS 210



Gee Dunsten, CRS
Salisbury, Md.
CRS 200, CRS 201,
CRS 202, CRS 210



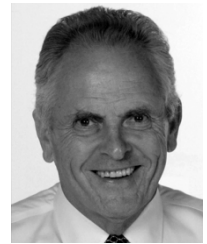
Mark Given, CRS
Roanoke Rapids, N.C.
CRS 210



Ed Hatch, CRS, CRB
Gambrills, Md.
CRS 200, CRS 201,
CRS 202, CRS 210



Chandra Hall, CRS
Colorado Springs, Colo.
CRS 200



LeRoy Houser, CRS, CRB
Chester, Va.
CRS 200, CRS 201,
CRS 210



Frank Kowalski, CRS
Miami
CRS 204



Jackie Leavenworth,
CRS, CRB
Brecksville, Ohio
CRS 201, CRS 202



Zan Monroe, CRS, CRB
Fayetteville, N.C.
CRS 200, CRS 201



Robert Morris, CRS, CRB
Murfreesboro, Tenn.
CRS 200, CRS 206



James Nellis II, CRS
Alexandria, Va.
CRS 202



Mike Parker, CRS
Florence, Ky.
CRS 201



Mark Porter, CRS
Carrollton, Texas
CRS 206



Douglas Richards, CRS,
CCIM
Salt Lake City
CRS 204, CRS 205



Richard Sands, CRS
Greenwood Village, CO
CRS 201, CRS 202



Michael Selvaggio, CRS,
CCIM
Middletown, Del.
CRS 202, CRS 206



Frank Serio, CRS, CRB
Bethany Beach, Del.
CRS 201, CRS 202,
CRS 210



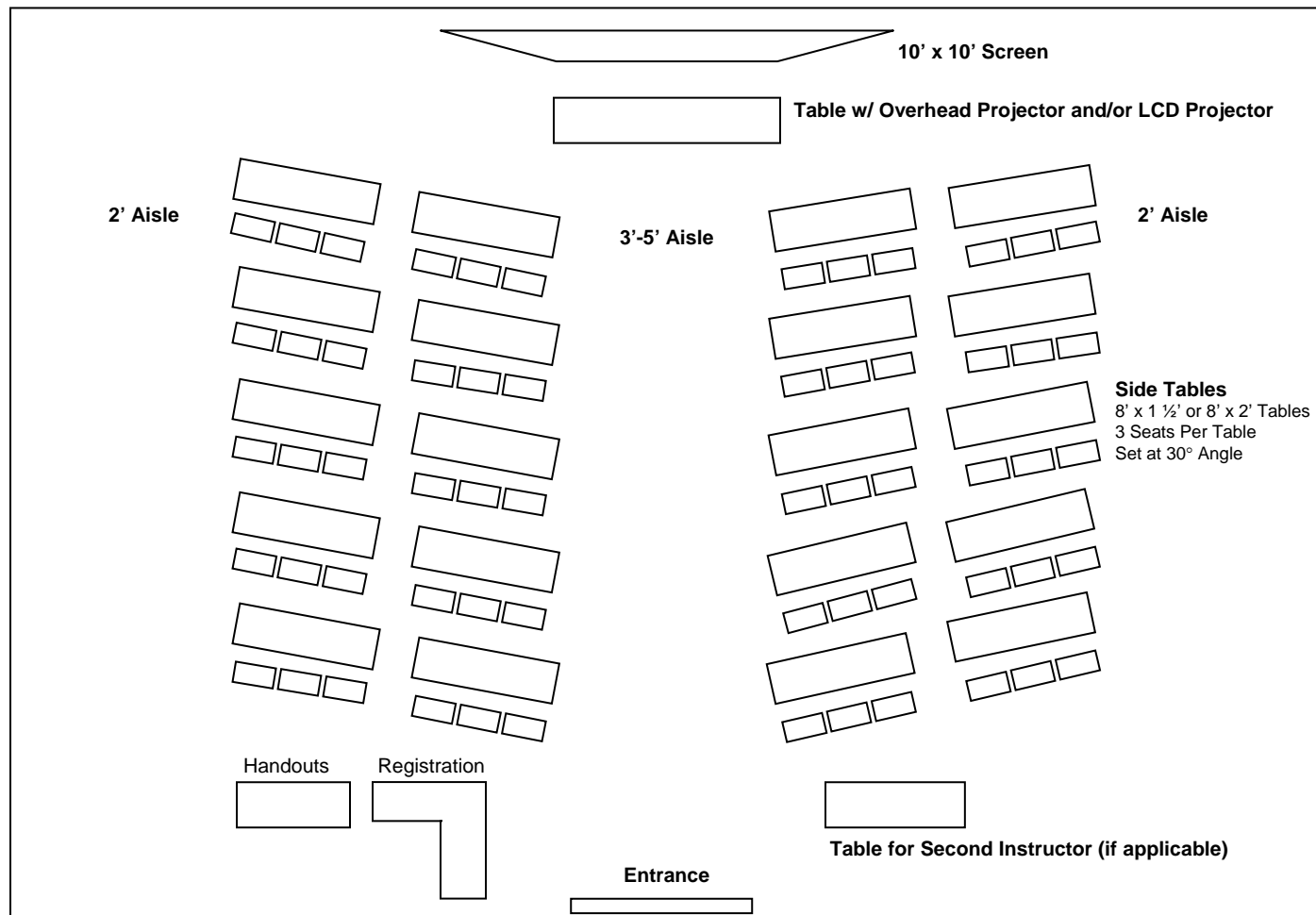
Pat Zaby, CRS, CRB, CCIM
Dallas
CRS 200, CRS 204,
CRS 205, CRS 206

Contact information
for instructors can
be found at:
[http://www.crs.com/
Instructors/1943](http://www.crs.com/Instructors/1943).

*Instructors are independent contractors

XI. FACILITY REQUIREMENTS

The facility should meet all the requirements specified in the CRS Two-Day Classroom Course Agreement. You may reduce costs by holding the Course in your own facility. CRS will not accept contracts without at least a city locale.



Tips for Classroom Facility:

- Centrally located near major highways and/or roadways for easy accessibility.
- One large classroom with adequate room length, width and ceiling height to accommodate all students and instructor comfortably.
- Unobstructed view throughout classroom (no columns or barriers).
- Classroom temperature controls.
- The facility should be able to provide enough 8-foot tables for all students as well as tables for registration and handout display. An additional table will be required for a second instructor, if applicable.
- Wireless or lavalier neck microphone with extra battery.
- Ceiling light over projector screen should have the capability to be turned off or removed to avoid glare. Other overhead lights need to be on for students to read. Contact instructor if projector is necessary.
- CRS 206 requires a highspeed internet connection for use during the course.
- Americans with Disabilities Act:** The facility you rent and the implementation of your CRS Course must abide by the specifications listed in this law. Most rental facilities are already set up in accordance with this law, but check to make sure. Visit <http://www.ada.gov/> for more information.

XII. REQUIREMENTS FOR LIVE COURSE DELIVERY VIA SATELLITE, VIDEO OR ONLINE

Only CRS and elective courses that meet all of the requirements below may be delivered live via satellite, video or online. CRS Designation credit will not be awarded to students of a course that failed to meet any one of the following requirements.

1. The course sponsor demonstrates experience with the technology and delivery system. Only proven reliable technology shall be used. First time use of the specific technology by the sponsor to deliver a CRS or elective course is prohibited.
2. The course shall be conducted in an educational setting (conference room, meeting room, or classroom).
3. The technology must allow students to hear the instructor and see the instructor's PowerPoint presentation.
4. During the delivery of the course, the technologies shall be supported by individual(s) qualified to resolve delivery/technology issues.
5. Each location must have a proctor present during the entire course that will monitor attendance, assist students and administer the course examination.
6. The Council's official student guide for the course shall be printed and provided to each student before the course begins.
7. The instructor will be provided with sufficient training on the technology necessary to deliver the course. The training will be scheduled at the Instructor's convenience.
8. The presentation must allow for two-way communication between instructors and students throughout the day.
9. Delivery method shall be clearly stated on all promotional materials and in the student confirmation form.
10. CRS shall deliver course materials for courses delivered in this format to one location only.

If state continuing education credit is desired for courses delivered in a format other than classroom, the course sponsor is responsible for applying for it. The sponsor shall also be responsible for all processing and notifications to the licensing agency and students related to continuing education credit for a course delivered via video, satellite or online.

XIII. ACTION PLAN CHECKLIST

Setting up your CRS Two-Day Classroom Course

This action plan identifies the steps involved in scheduling a CRS Two-Day Classroom Course.

- Choose three different dates to hold your CRS Two-Day Classroom Course.
- Select a Service Package to meet your budget and staffing needs. Please see [Service Packages](#) and [Sponsor Fees](#).
 - What are the [budget requirements](#) you have?
- Review the [CRS Course Catalog](#) to determine which course you would like to sponsor.
 - For a list of courses you sponsored in the past, please contact the Education Program Coordinator.
 - The Council strongly recommends that you submit your CRS Two-Day Course Sponsor Licensing Agreement at least four months in advance. This will give you sufficient time to market your course and ensure success.
- Check the [list of Instructors](#) that are certified to teach the course you selected and decide which Instructor you would like to work with.
 - You may want to choose two or three different Instructors who you would like to work with, in case your first choice is not available.
- Review the [Course Schedule](#) to make sure that another nearby organization is not sponsoring a CRS Two-Day Course within a close date or location proximity to your course. Please see the [Course Schedule Checklist](#).
 - The CRS accepted standard is 100 miles or two months between the presentations of any CRS Two-Day Course in order to prevent over-saturation in a particular area.
- Contact your selected Instructor and discuss dates, compensation and other terms relevant to your course. Please see [Discussion Points for Instructor Agreement](#).
 - It is strongly recommended that you do not sign or enter into a contractual agreement with the Instructor until you have received written confirmation of your course from CRS.
- Complete the CRS Two-Day Course Sponsor Licensing Agreement. You will need to provide your date, Instructor, course selection, location, and your service level: Standard, Enhanced or Comprehensive.
- Send your CRS Two-Day Course Sponsor Licensing Agreement to CRS, attention Education Program Coordinator, with your \$250 processing fee.
 - The processing fee is refundable only if your course is not approved by the Council.
- The Education Program Coordinator or another CRS employee will contact you via e-mail within five business days to let you know whether or not your course was approved.
- Contact your Instructor to finalize your agreement with him or her upon receipt of the confirmation e-mail from the Council.

Section 2:

The CRS Approval Process

Upon receipt of your Two-Day Course Agreement, the Council begins an approval process. Historical analysis and past Course sponsor track record is taken into consideration.

Contents

I.	COMPLETE THE AGREEMENT	2
II.	COURSE REQUEST EVALUATION	2
III.	CRS TWO-DAY COURSE CONFIRMATION E-MAIL	2
IV.	COURSE DENIAL	3



Council of
Residential Specialists
The Proven Path To Success

I. COMPLETE THE AGREEMENT

Now that you have finished selecting your Course, date, facility and spoken to your instructor, send your completed CRS Two-Day Course Sponsor Licensing Agreement with the required \$250 processing fee to:

The Council of Residential Specialists

Attn: CRS Courses
430 North Michigan Avenue, Suite 300
Chicago, IL 60611

If you have any questions, call the Education Program Coordinator at 312.321.4456.

NOTE: Sponsors are prohibited from promoting a CRS Course until you have received written notification that the Course was approved by the Council.

Agreements that are received without the processing fee or the name of a Certified Instructor will not be accepted.

II. COURSE REQUEST EVALUATION

CRS will review your course request and will respond to you within five business days of the receipt of the Agreement. Approval of courses is based on the following criteria:

- Historical analysis of class size in a particular area. This will determine saturation levels and the number of CRS Two-Day Courses a particular area can hold.
- Past track record of CRS Course Sponsors based on such items as the number of cancellations, attendance, student feedback, Council relations, marketing, promotional support and quality of educational experience.

III. CRS TWO-DAY COURSE CONFIRMATION E-MAIL

Once your Course is approved you will be notified via e-mail within five business days. You should contact your instructor at this time to finalize your agreement with him or her. CRS will also send you:

- Confirmation e-mail which identifies:
 - Course dates
 - instructor
 - location
 - facility
 - service level

(NOTE: It is important for you to review the information contained in the e-mail, since the Course data is used for the Course Schedule on CRS.com.)

- Copy of Completed CRS Two-Day Course Sponsor Licensing Agreement.

IV. COURSE DENIAL

It is possible that a Course may be denied or that you may be asked to switch your dates, the Course, or both for any of the reasons listed on the previous page. If a Course request is denied, the Council will do the following:

- A. Call to explain why the Course has been denied.
- B. If possible, attempt to schedule a different date or Course.
- C. If the Course cannot be rescheduled, the \$250 processing fee is returned.

In the event that you are asked to select a different date or Course, you will be responsible for contacting the instructor you have chosen to find out when he/she is available. In some cases, you may have to choose a different instructor to work with. This is why you should not enter into any contractual agreements with an instructor until you have heard from the Council that your Course has been approved. If you have any questions regarding the evaluation process, please contact the Education Program Coordinator at 312.321.4456.

Section 3: Course Marketing

CRS offers marketing support and guidance to help you achieve your Course attendance goals.

Contents

I. COURSE SPONSOR MARKETING TOOL KIT	2
A. Develop a Plan	2
B. Marketing Avenues	4
II. MARKETING ASSISTANCE FROM THE COUNCIL	11
A. Brochures, Postcards and Fliers.....	11
B. CRS Advertising	11
C. Course Sponsor Newsletter.....	11
D. PowerPoint Presentations	11
E. Course Promotional Videos	12



Council of
Residential Specialists
The Proven Path To Success

I. COURSE SPONSOR MARKETING TOOL KIT

CRS suggests you begin marketing your Course no later than four months before your Course date. The Marketing Tool Kit, which follows, is filled with ideas to help you maximize Course attendance.

You need a marketing plan

Whether you typically see things half empty or half full, there's only one way you want to see your CRS Course — and that's **very** full! The more students you have, the greater your profit will be. You will need a marketing plan to accomplish this. These step-by-step marketing tips and the enclosed promotional tools will help you have a successful Course. You have already scheduled your Course; now schedule time to put forth a dedicated marketing effort to achieve high-impact results. If you get the message out, we are optimistic you'll draw real estate professionals in.

A. DEVELOP A PLAN

The key to successful marketing is to identify your target audience, reach them through the best marketing mix and tailor a message that calls your audience to action — all within an established budget.

1. Determine a Marketing Budget

Calculate how much money you have to put into marketing your CRS Course. Take into account costs for:

- a. Printing the brochures, fliers and postcards that are available online at <http://www.crs.com/Marketing/2041>.
- b. Postage
- c. Mailing lists
- d. Phone calls
- e. Photocopying/Printing
- f. Faxing
- g. Staff time
- h. And any other expenses

2. Identify Your Target Audience

Decide which groups of real estate professionals would be interested in taking your CRS Course. Understanding your audience will make your marketing efforts much more effective and efficient. Target beyond your members. Consider the following groups:

- a. GRI Designees
- b. Members of state associations, local boards, CRS Chapters
- c. Brokers and managers
- d. Company employees and sales associates
- e. Past students – Review past course statistics and course demographics through the CRS Course Information Center
- f. New Licensees

3. Entice Your Audience

Consider incentives such as discounts, events, treats, accommodations or locations. These benefits can come at minimal or no additional costs and can increase your attendance. Some successful persuasive techniques include:

- a. Offer monetary discounts to prospective registrants at local board meetings or group discounts to large real estate firms.
- b. Discounted early-bird registration fee
- c. Discounts for CRS Designees
- d. Ask yourself about the features of the city you have chosen. Does it have great shopping, golfing, hiking, cross-country skiing or tennis?
- e. Create a memorable event with networking and social activities. Provide refreshments, cocktail receptions or luncheons. Call local real estate related businesses or large real estate firms to sponsor the events. In return, they may speak briefly about their companies during a lunch or break.

4. Select Your Marketing Mix

Base your marketing mix on the media that appeals to your target audience and what your budget will allow. If you are targeting

several groups (and you should be), make sure that each group is represented in your marketing plan. Each group should receive your message (in one form or another) at least three times to build recognition and ultimately get them to register.

Various marketing arenas include:

- a. Public relations
- b. Advertising
- c. Direct mail
- d. Special events
- e. Any other method you can think of to promote your Course!

B. MARKETING AVENUES

1. Getting Started

Before you send out any promotional material, use this checklist to ensure all pertinent and correct information is included.

- Course Name
- Course Number
- Course Description
- Dates
- Location
- Tuition costs: early bird specials, cutoff date deadlines; special pricing for CRS designees
- Continuing education approval and hours (if applicable)
- Cancellation policy

Include an easy registration method on all materials. You should be set up to accept registrations by phone, e-mail, fax or mail. If you have a Web site, post a form for online registrations. Make sure your server is capable of secured transactions and that you have a merchant account that accepts Internet transactions. On each of these forms, add a source code to determine which marketing

routes prompt the most response, so you may better focus your energies for the next Course.

Online registration allows immediate action (registration) by the customer (student).

2. Public Relations

Publicity in print or broadcast media is one of the best methods to promote your CRS Course. It is extremely cost effective because a press release is free.

a. Tips:

- i. Write a concise news release that answers the who, what, where, when and why of your CRS Course, as well as how to register. Include a contact name and phone number for the media to use. If you have photos from previous CRS Courses, include them with your release. Write a caption that identifies people in the photo.
- ii. Use the press release template provided by the Council. To use the Council's template, go to: http://www.crs.com/File/Word/Press_Release_Template_New.doc
- iii. Decide which local or regional media sources best reach your target market.
- iv. Contact the editorial departments at least four months prior to your Course to find out their deadlines for submitting information and to whom your release should be directed. Develop a media list including correct contact names, titles, publications, addresses, phone numbers, fax numbers and e-mails. It is well worth your time to verify that your contact information is accurate; your release must get into the right hands to even be considered for publication.
- v. Follow up with a phone call to make sure that your release was received and to find out whether or not it will run. This also gives you the opportunity to pitch your news item verbally. Editors and reporters work under tight deadlines. Begin your conversation by asking if you have called at a good time. If so, get to the point quickly. In general, it is best to call early in the morning before the day's assignments are passed out.

b. Possible Media Sources:**i. Publications**

Most REALTOR® associations, boards and NAR affiliates publish either a newsletter or magazine for their members. Many local and regional areas also have homebuilder association publications. These publications may have long lead times of three months or more. Submit a news release to the editor as early as possible.

ii. Community Newspapers

Community newspapers usually have a special real estate section. You may get a small article published, or your Course information may appear on a calendar of events. Therefore, at the top of your release, you may want to type “Calendar Notice” to alert the editor to the type of news item you have submitted. Send your release/calendar notice to the correct contact three to six weeks in advance. It will typically run the week of your event, earlier if there is a registration cut-off date.

iii. Radio Announcements

Most local radio stations offer free public service announcements (PSAs) to local not-for-profit organizations. Submit your announcement in PSA form, which is typically one short paragraph. At the top of the page, indicate that it is a 15-second or 30-second PSA. Before sending the PSA, time yourself reading it aloud to make sure it is the length you have indicated. Send information four to eight weeks in advance. Radio stations will often run PSAs a few times a week for several weeks prior to an event.

FYI: Television stations also run PSAs. It is more difficult to get them placed here, but if you want to try, the same rules apply.

3. Advertising**a. Brochures, Fliers & Postcards**

The Council strongly encourages you to use the brochures, fliers and postcards available online at <http://www.crs.com/Marketing/2041>. If you decide to make your own materials, here are some helpful hints to remember while in production:

- Hook the potential registrants with minimal details. You need to give the necessities (Course number, Course name, Course description, date, location and tuition), but entice them to call/e-mail you for further details. This gives you the chance to sell the Course and close the deal.
- Bullet information for easy reading.
- Feature the instructor, planned activities and the location.
- Include a registration form and alternate ways to sign up.
- Use your company's and CRS's logos. This allows the viewer to reference quickly what you are promoting. You may use the camera-ready clip art included in this binder or download the logos from the Web site at <http://www.crs.com/Resources/82>.
- Insert your website if you have added information about the Course.
- Use alternate fonts and font sizes.
- Maintain a consistent look for quick recognition.
- Print fliers and brochures on different colors of paper.
- Set aside the promotional piece for a few days. Then, pretend you are looking at it through someone else's eyes. This allows you to see if it reads well and is correct.

Of course, if you include all of these ideas on a flier or advertisement, you would defeat the first bulleted recommendation. However, if you employ a consistent look and theme throughout all of your materials, you can change the reasons to attend the Course. For instance, one promotional piece could feature 2-3 reasons for attending the course, while another one could focus on a different set of practical topics the course will cover.

b. Display Advertising

Unlike news releases, advertisements are guaranteed placements and will be printed exactly as you submit them. If you decide to advertise in any of the print and/or broadcast media, phone their advertising department about four to six months in advance to request a media kit. This will give you their editorial information for the year, advertising rates, artwork specifications and detailed demographics of their market. Since you are paying for the space, the content will not be edited.

c. Web Site Advertising

CRS Sponsors will have their CRS Course and Schedule information listed on the Council Web site at <http://www.crs.com/Education/286>. If your organization has its own Web site, use this vehicle as early as possible. CRS suggests a notification on the Web site's calendar with the Course number, name, dates and Course descriptions to heighten interest. Then, link it to a Web page that gives details and the ability to register online or by e-mail. Make sure that your server is capable of secured transactions. Remember: make it stand out and don't clutter.

To draw maximum attention, develop a Web page devoted to CRS, the benefits of membership and designation, a link to www.crs.com and the Courses for the year.

Mention your Web site listings in your brochures, news releases, print advertising and MLS notices. In addition, notify surrounding and state boards of the upcoming class and ask them to post it.

If you don't have your courses posted on your website, or if they are really hard to find, or worse yet, if a password is needed to access them, you may be missing out on dozens of prospective students. Please consider posting your CRS Course on a public page of your website that is easy for all potential students to access.

d. MLS Notices

MLS notices are an excellent way to reach real estate professionals. These notices should coordinate and run at the same time as your other advertising messages.

e. Direct Mail

Direct mail includes the use of brochures, postcards, fliers, e-mails, faxes, letters and any other creative pieces you can create. This highly targeted medium works best when multiple pieces are sent throughout the campaign. For example, your audience could receive a postcard, a brochure, reminder faxes and e-mails.

i. Brochures, Postcards and Fliers

When your marketing campaign begins, your pieces should be designed, printed and ready for mailing and

hand-out distribution. It is never too early to pass out the fliers to surrounding boards and at meetings.

As you create your brochures, postcards and fliers, please remember to include these statements for the following Courses:

CRS 200 – “Required for CRS 200: standard calculator”

CRS 204 and CRS 205 – “Required for CRS 204/205: financial calculator. Recommended are the HP-10BII, HP-12C or the TI-BA real estate calculator.”

CRS 210 – “Students need to bring a list of 20 randomly selected past clients from their database to the Course, so they leave the class with an action plan they can implement immediately.”

ii. Mass e-mail, faxes and letters

Mass e-mails and fax notices are an excellent way to reach your audience promptly. Link your e-mail message to a registration page on your Web site and to an e-mail address for more information. Keep e-mails and faxes short and to the point. You may also want to send confirmations or payment notices via these media.

iii. Telemarketing

It is recommended that you use telemarketing in conjunction with direct mail. This encourages potential attendees to get questions answered and to register on the spot. If others are helping you with your telemarketing efforts, provide callers with a script and samples of marketing pieces, so they are knowledgeable and relay consistent information. Also, train them on the registration process.

e. E-mail Marketing

Marketing your Course via e-mail is cost effective and can reach many different groups. You can send out information in your education newsletter one month and a different e-mail to past CRS students the next. You should employ testimonials, course objectives, instructor information and of course information on how to register.

4. Phone Trees

Prepare a list of potential students and split it into groups of 20. Assign each list or ask for volunteers to call the agents. Create a list of speaking points for the caller to cover (e.g. Course, date, location, cost and description) as they are talking to the potential students. After the conversation, the caller should send out a Thank You note or e-mail with the registration form included.

5. Special Events

Professional real estate events include all those associated with REALTOR® and homebuilder associations, NAR affiliate chapters and local boards. Contact the event coordinator no less than a week before the event date to request permission to make your announcement and to display your materials at their tables or booth. Bring an ample number of fliers, brochures and registration forms to distribute.

REALTOR® events also provide an excellent opportunity for word-of-mouth advertising. Talk about your Course at meetings and conventions. It will get others talking — and registering, too.

6. Sales Meetings

Encourage members of your association, board or chapter to announce the Course at their sales/brokerage meetings. Assign one individual to call managers and brokers to request five minutes of time during a sales meeting to explain the benefits of the Course.

7. Social Media

If your organization is on Facebook, LinkedIn, Twitter, or one of many other social networking sites, this is a great place to post a notice of your upcoming CRS Course. It serves as a reminder and it allows people to interact and discuss the Course before attending. That dialogue may even encourage a potential student to sign up!

II. MARKETING ASSISTANCE FROM THE COUNCIL

CRS has a designated, full-time staff person who will call you at least two times prior to the CRS Core Two-Day Course to assist you with your course marketing and to answer any questions you have about sponsoring a Course. If you have chosen the Enhanced or Comprehensive Service Packages, the Education Program Coordinator will also provide additional marketing assistance, based on which level of service you have selected. Please use the forms on pages 5-8 in the appendix to request the various marketing services provided. The forms can also be found online at <http://www.crs.com/Forms>.

CRS also helps you market your Course by offering these other services no matter what service package you select:

A. BROCHURES, POSTCARDS AND FLIERS

The Council's Web site provides customizable brochures, fliers and postcards for your upcoming Core Course. They can be customized in Word at <http://www.crs.com/Marketing/2041>. Samples can be viewed on pages 11-15 of the Appendix.

B. CRS ADVERTISING

The Council will publicize your Course in the following:

1. *The Residential Specialist*

The Council's magazine is published six times a year and is sent to CRS Designated Members, General Members and subscribers. The magazine includes a two- to four-month national Course schedule. A minimum of four months notice is needed in order for the Council to publish your course.

2. CRS.com Course Schedule

Updated daily, this schedule sorts Courses by several categories including Course number, dates or state and can be viewed at: <http://www.crs.com/Schedule/1935>. The schedule can also be downloaded and customized in Excel at <http://www.crs.com/Schedule/2134>. The customized version of the CRS Schedule can be used in newsletters, as a handout or on your website, among other things.

C. COURSE SPONSOR NEWSLETTER

Several times a year, the Council's Education Program Coordinator will send out a newsletter that contains general sponsorship information, reminders and marketing ideas. You can view the most recent newsletter at <http://www.crs.com/File/Word/OnlineNewsletter.doc>.

D. POWERPOINT PRESENTATIONS

PowerPoint presentations have been created for each CRS Two-Day Classroom Course, and can be customized for your specific course (with date, tuition, location, etc.). These presentations include Council

statistics, membership/designation benefits, Course objectives, testimonials and more. Each Course PowerPoint presentation can be found on the bottom of the individual Course marketing pages.

E. COURSE PROMOTIONAL VIDEOS

Each CRS Two-Day Classroom Course has a promotional video which showcase some of the instructors talking about the reasons and benefits for attending the course. Course videos can be viewed and downloaded from each Course marketing page.

Section 4:

Sponsor Responsibilities

Please familiarize yourself with all of the sponsorship responsibilities based on your chosen service package, to ensure a successful CRS Two-Day Course.

Contents

I.	INSTRUCTOR DETAILS	2
II.	COURSE MATERIALS	3
III.	ON-SITE ADMINISTRATORS	5
IV.	INVITE CRS CHAPTER REPRESENTATIVE	5
V.	COURSE TIMES	5
VI.	CONTINUING EDUCATION CREDIT	6
VII.	COURSE ROSTER	6
VIII.	CANCELLATION	7
IX.	DATE CHANGES	7
X.	COURSE SPONSOR INFORMATION CENTER.....	8



Council of
Residential Specialists
The Proven Path To Success

I. INSTRUCTOR DETAILS

Only Certified Instructors may teach a CRS Two-Day Classroom Course.

- A. Course sponsors must contact a Certified Instructor directly to schedule a CRS Two-Day Classroom course. Possible items you should discuss with the instructor prior to signing a contract are:
- What is the Speaker fee?
 - Does the Speaking fee include Travel?
 - Travel Expenses to include:
 - Restrictions: Coach Airfare
 - Timeframe for booking airline ticket
 - Rental Car
 - Lodging
 - Who is responsible for reserving the hotel?
 - What requirements does the instructor have, such as:
 - Single, non-smoking room with a king-size bed
 - Room service and restaurant facilities on premises
 - Easily convenient transportation to/from the airport
 - Cleanliness
 - Security
 - Close proximity to CRS Course facility
 - Is there a Cancellation Policy?
 - Amount
 - Time Period
 - Receipts/documents required with invoice?
 - Deadline date for final payment _____.
 - Is there any Marketing Assistance available?
 - Other

Final arrangements and contracts should not be made until you have received notification from the Council that your Course has been approved.

There may be an occasion when a second instructor will be assigned to your course by the Council. You are not responsible for paying this instructor or arranging their lodging or travel.

- B. The CRS Two-Day Course Sponsor Licensing Agreement contains the following requirements for Sponsors related to the Instructor. Please be sure your contractual agreement with the Certified Instructor addresses these requirements.
1. **Certified Instructor**

The Instructor of a CRS Two-Day Course shall be a CRS Certified Instructor. Instructors whose names, as of the date a Course is scheduled, are listed on CRS.com as approved to teach the course

listed on page 9 (of the *CRS Two-Day Course Sponsor Licensing Agreement*) shall be deemed Certified.

The Sponsor shall contract, negotiate with, retain and compensate all Certified Instructors directly.

If the Council removes an instructor whom the Sponsor has engaged to teach a Two-Day Course from its certified list, the Council shall promptly contact the Sponsor to discuss alternative arrangements. The Council shall have no financial responsibility with respect to any monies owed by the Sponsor to any instructor or students and it is recommended that the Course Sponsor require that instructors remain certified to teach the Course through at least the date of the Course presentation.

2. Instructor Requirements

Course Sponsors shall require all instructors agree to the following:

- Throughout the presentation of a course, instructors should conduct themselves in a professional and ethical manner and should not engage in any behavior or speech that is inappropriate, defamatory, obscene or unlawful, including any behavior that constitutes harassment or discrimination based on race, sex, religion, age, national origin, disability or of any kind whatsoever, or impugns the integrity or reputation of the Council of Residential Specialists or the National Association of REALTORS.
- Instructors will not, without advance written permission from the Council, engage in selling or promoting, for personal or third party gain or benefit, any course, product or service during the course, other than CRS Core Courses, Approved Elective Courses, or product or services with the Council's Quality Tested Seal.
- The instructor will remain through the beginning of the exam or as required for continuing education credit.
- The Sponsor shall notify the Council of any alleged violations of Section 4. B) (of the Licensing Agreement) and shall cooperate fully with the Council in any investigations with respect to such violations.

II. COURSE MATERIALS

Two weeks prior to the Course, you will receive a call from the Education Program Coordinator who will want to know the approximate number of students registered. This will determine the amount of Course materials CRS will send.

A. Course Materials

The types of course materials you receive from the Council depend on the Service level you choose.

You can expect the Course material to arrive three business days prior to the Course. Upon receipt, please take time to inspect your carton(s) of Course materials so you are sure you have the correct materials and a sufficient supply.

If you are sponsoring a CRS 204 or CRS 205 Course, the Council sends a small supply of financial calculators for those students who may have forgotten to bring one. These are available for students to borrow. **These calculators are not for sale and are to be returned at the end of the day.**

Your cartons of Course materials will have an itemized packing list on each carton and will include the items listed below. Please report discrepancies between the packing list and materials you received to the Education Program Coordinator at 800.462.8841 ext. 4456.

Sponsors who select the Standard or the Enhanced Service level, will pay for shipping and warehouse fees if your course is cancelled less than two weeks prior to the start date and materials have already been shipped.

Student registration/Course Sponsor items:

Each student is to be provided with a student guide and examination. The service level you select will determine whether you receive the student guides and exams or print them yourself.

Service Level will also determine which other student and administrative items you receive.

Student Exams

The examinations are to be maintained in a secure place until the Instructor asks you to distribute them.

B. Minimum Printing Standards

Each student is to be provided with a printed Student Guide and examination. Sponsors that choose the Standard or Enhanced Service Level are responsible for the printing of these items. They must meet the Council's minimum printing standards as identified below. The Council will send a spiral bound Student Guide and examination for each student to Sponsors that choose the Comprehensive Service Level.

Sponsors that choose the Standard Service Level are responsible for grading the examinations and will print an examination answer sheet that will be provided to each student. The Council will send a Scantron examination answer sheet for each student when the Enhanced and

Comprehensive Service Level is chosen.

These minimum standards must be met or the Course Sponsor's future ability to present CRS Courses may be jeopardized.

Student Guide and Cover

- Printed in its entirety without any modifications
- Student guides should be printed double-sided on 8.5 x 11 uncoated paper thick enough to eliminate any bleeding through on the page (50-60# stock)
- Solid ink coverage should be provided
- Clean white areas of pages should be smudge-free
- Student guides should be coil bound or three-hole punched and placed in three-ring binder
- Student guide covers should be printed in 4 color process on 80# stock

Examination

- Stapled
- Printed double-sided on 8.5 x 11 uncoated paper thick enough to eliminate any bleeding through on the page

III. ON-SITE ADMINISTRATORS

Each sponsor is required to provide an On-Site Administrator to assist with the logistical tasks during the Course. This person can be either a volunteer or employee who is present at all times to ensure that the Course runs smoothly and to assist the instructors as needed. If you do not appoint one, you could be denied future CRS Two-Day Classroom Courses. Their duties include:

- Contacting the instructor before the Course to establish a time to meet to check the room set-up and plan breaks and lunches
- Registering students
- Assisting the instructor and the students with questions
- Troubleshooting problems that may arise
- Setting up the classroom according to contract specifications

IV. INVITE CRS CHAPTER REPRESENTATIVE

Non-CRS Chapter Sponsors are required to invite their local CRS Chapter President or other representative, so they can make a presentation to the students in regards to membership in the local CRS Chapter. Visit <http://www.crs.com/Chapters/188> to find out who the president for your local Chapter is.

V. COURSE TIMES

Every CRS Course Sponsor must follow the same timetable for the Course presentation. The CRS Instructor will remain throughout the beginning of the

exam or as required for continuing education credit. The instructor will also determine the time for lunch, breaks and exam. Note: CRS 204 and 205 may run past 4:00 p.m. due to the nature of the Course material.

Day 1	7:30 a.m. to 8:30 a.m.	Registration
	8:30 a.m. to 5:00 p.m.	Course presentation
Day 2	8:30 a.m. to 4:00 p.m.	Course presentation
	4:00 p.m. to 5:00 p.m.	Course Examination

VI. CONTINUING EDUCATION CREDIT

In most states the CRS Two-Day Classroom Courses are approved for Continuing Education credit (CE) which is required to maintain a real estate license. Approximately two weeks after a Course Sponsor has been sent written notification regarding approval of a CRS course, the Council will then send the Sponsor information about the Course's continuing education status.

Rules and regulations regarding CE credit are different in every state. While some courses have already been approved for credit through the Council, others have not or may require a local sponsor to file the paperwork. If a CRS Course has not been approved in your state, you have the option of applying for credit on behalf of your organization. In this case, you can contact the Council's CE Coordinator for materials and they will be forwarded to you. It is important that you submit any application for CE materials to the Council a minimum of **four** months prior to the date of your scheduled course. This should allow enough time for the review of course materials for CE credit by the licensing boards. Please note that if your office is granted approval for CE by your state, *you are responsible for handling all CE related tasks, such as student certificates.*

Please visit our website at <http://www.crs.com/Education/289> for the most current CE approvals and information. For additional information or questions, please contact Regina Harvey, Continuing Education Coordinator at 800-462-8841, ext. 4440 or via e-mail at rharvey@crs.com.

VII. COURSE ROSTER

CRS cannot process your Course's exams/student grades without a final class roster*. The roster should be sent to CRS within three business days after the Course presentation. All attendees must be on this list, even if some opt not to take the final exam. These attendees should be given a notation of N/E (no exam). The roster must be typed, legible, alphabetized by student's last name, as well as include student's company's name, street address, city, state, zip, phone number, fax number and e-mail address. CRS would appreciate the inclusion of the student's NRDS Identification (located on their NAR Membership card) and Real Estate License numbers. The format can either be columnar or in a spreadsheet. Supply a copy either by mail, fax (312/329-8882) or e-mail (mgarcia@crs.com) to the Education Coordinator, Marina Garcia.

*See a sample on page 10 in the appendix or for an Excel template visit:
http://www.crs.com/File/Excel/Roster_Template.xls

Final course rosters that are not submitted in the format required by the Council shall be returned to the Sponsor to correct within 5 business days. If the corrected roster is not received by the established deadline, the Council will manually enter the students into its database and impose a \$250 processing fee to be paid by the Sponsor.

VIII. CANCELLATION

Should you need to cancel the CRS Two-Day Classroom Course for any reason, please contact the Council no later than two weeks prior to the start of the Course. Sponsors will forfeit their entire \$250 processing fee regardless of what the reason is for cancellation. Send an e-mail to the Education Program Coordinator, Andrea Laue, at alaue@crs.com that details the Course date, location, Course number, Course sponsor, the reasons for canceling the Course and your marketing efforts.

The Course Agreement identifies each party's financial responsibility depending on why a course was cancelled.

If the CRS Two-Day Classroom Course is cancelled but was planned in conjunction with a CRS or Elective One-Day Course with the same instructor that is not cancelled, the sponsor must refer to their contract with the instructor to find out who bears any costs.

IX. DATE CHANGES

If you need to change your CRS Two-Day Course date, please contact the Education Program Coordinator, Andrea Laue, at 800.462.8841 ext. 4456. You will also need to contact your instructor to determine what your agreement with him or her allows. Your new date must be approved by the Council, after which you must contact your instructor to confirm the new date with him or her. If your new date is approved, you will be notified that you may begin promoting the new date. In the event that your original instructor is not available to teach the new date, you must contact a different instructor and work out any cancellation details with your original instructor.

X. COURSE SPONSOR INFORMATION CENTER

The ***Course Sponsor Information Center*** is accessible through a password protected CRS Advantage account that has been set up to allow sponsors access to marketing materials and course materials (if applicable) for their 2012 scheduled courses. In addition to having access to your upcoming course materials, you will also be able to view and print the course demographic information from previous courses, download the course rosters in Excel for past courses held by your organization, complete a survey about your course and access the contact information for your instructor. A CRS Advantage account will be created for you and the log-in information sent to you in your Course confirmation e-mail(s).

Section 5: **Post-Course**

Now that you've successfully held your CRS Two-Day Course, please don't forget the following post-Course responsibilities.

Contents

I.	Post Course Materials	2
II.	CRS Post-Course Information	3
III.	Examinations.....	3



Council of
Residential Specialists
The Proven Path To Success

I. POST COURSE MATERIALS

A. Standard

You received in your shipment, a Federal Express label to return the membership applications back to the Council **immediately following the class.**

After you have completed grading the exams, please make sure that you have posted the grades for each student on the roster that you are to submit to the Council. You may email the graded roster to: mgarcia@crs.com or fax it to Marina Garcia at 312/329-8882.

You may also, at this time submit a check with the \$40 per student fee that is due to the Council.

B. Enhanced

You received in your shipment, a Federal Express label to return the membership applications and exam answer sheets back to the Council **immediately following the class.**

Please send (via Federal Express or other carrier that can trace its' shipments) to the Council, the completed roster along with the exam answer sheets within 5 business days of the conclusion of the CRS Course.

You may also, at this time submit a check with the \$60 per student fee that is due to the Council.

C. Comprehensive

You received in your shipment, a Federal Express label to return the membership applications, student guides and exam answer sheets back to the Council **immediately following the class.**

Please send (via Federal Express or other carrier that can trace its' shipments) to the Council, the completed roster along with exam answer sheets within 5 business days of the conclusion of the CRS Course.

You may also, at this time submit a check with the \$100 per student fee that is due to the Council.

II. CRS POST-COURSE INFORMATION

In an effort to streamline the distribution of post-Course information, the Council sends post-Course materials, such as the final Course roster with grades, to you via e-mail instead of regular mail. At the same time, you will receive the student demographics report, which has information obtained from the Course evaluations the students are asked to fill out in order to access their grades, as well as student comments received on the online evaluation form.

III. EXAMINATIONS

Exams are usually processed within four weeks of your Course. Students who took the exam are sent an e-mail that directs them to the Course evaluation. After completing the evaluation, they will find out their grade and be able to print their completion certificate.

A. Exam Results

Once the exams have been graded (Enhanced/Comprehensive) or the graded rosters processed (Standard), students receive an e-mail notification entitled, "Course Results – Course Name (Course 2XX)" (sample on page 4). This e-mail is sent to the e-mail address provided on the exam answer sheet or roster. The e-mail instructs students to visit www.crs.com and enter their member number and password to access their CRS Advantage account. Once they are logged in, they will complete the online evaluation, view their grade, print a certificate and view additional course materials. If you have any questions, please contact the Education Coordinator at 800.462.8841, ext. 4411 or mgarcia@crs.com.

B. Re-Examination

If a student fails the exam, they are given the option to re-take it one time. The Education Assistant sends a letter informing them that they did not pass and that they can pay \$25 to take a re-exam. If they choose this option, they are required to notify CRS within 21 days where they will take the exam and who will proctor it. This is usually done at the local REALTOR® board office. The Education Coordinator then sends the exam to the proctor, and a letter is sent to the student notifying them that they must now schedule their exam date with the proctor. If you have any questions, please contact the Education Coordinator at 800.462.8841, ext. 4411.

Sample Notification E-mail

Student Name,

You recently attended the CRS 2XX course on 2/1/2012. Your grade is now ready for you to review online.

You can view your results from the CRS Advantage program after you complete a short course evaluation. Student feedback is very important to the Council and is used to ensure we are meeting your needs.

You can also go online and download a copy of the course roster and updated course materials. Instructions to print your certificate of attendance appear at the end of this email.

I hope you'll consider attending another CRS classroom course or an online course in the future. While visiting the Council's website take the time to review the CRS Advantage program that will allow you to receive access to resources and personalized information, such as notifications of courses in your area.

In the next few weeks you should receive any product you ordered at the course and a new member kit if you submitted a Council membership application at the course.

Your continuing education certificate will be mailed separately, if applicable.

You may contact a Customer Service Representative for assistance by calling 800/462-8841 or email CRSHelp@crs.com.

Best wishes for your continued success!

Instructions to access your Advantage Account to complete the evaluation and print your course completion certificate for your personal records:

1. Go to www.CRS.com

2. Login to your "My CRS Advantage" account using your member number and password given here:

Member #: 1112233

Password: abcdef

3. Go to your "My CRS Advantage" page and under your Course History you will have a link called "Click Here to See Your Grade" next to your course title.

Section 6: CRS Information

Do you have a question about CRS? You might find your answers right here!

Contents

I.	LEVELS OF MEMBERSHIP	2
II.	MEMBERSHIP ADVANTAGES	2
III.	CRS ADVANTAGE	3
IV.	DESIGNATION REQUIREMENTS	5
V.	CRS EDUCATION STAFF.....	8



Council of
Residential Specialists
The Proven Path To Success

I. LEVELS OF MEMBERSHIP

A. CRS Candidate

Any CRS Member who has completed a portion of the designation requirements, but has not yet fulfilled the requirements for becoming a CRS Designee.

B. CRS Designee

After joining the Council as a General Member, and after completing the requirements, a CRS Candidate may apply for the CRS Designation. The instructions and a copy of the application may be obtained at our website at www.crs.com. Once designated by the Council of Residential Specialists, designees enjoy the privileges of holding the CRS Designation.

C. General Member

Any individual who is a member in good standing with a Local Board, State Association or the National Association of REALTORS® is able to join CRS.

II. MEMBERSHIP ADVANTAGES

A. *The Residential Specialist Magazine*

CRS members receive *The Residential Specialist* magazine six times a year, which is written specifically for the agent who primarily sells residential real estate. The magazine provides information and tools they need to be successful in selling residential real estate. They'll find timely, practical and fun-to-read information on how to be a better residential sales agent. They'll read about models of success, including top performing agents, who offer their insights on the profession and how to succeed.

B. Local CRS Chapters

Council members are eligible for membership in local CRS Chapters, which offer a wide variety of programs: locally sponsored education events, social functions with great networking opportunities, newsletters, local membership directories to encourage referrals, community service projects and local promotion of the CRS Designation.

C. Annual Sell-a-Bration Convention

Sell-a-bration® is the annual educational conference organized and hosted by the Council of Residential Specialists. Since 1989, this event has provided residential REALTORS® with a forum to discover new ideas, share proven results and network with other like-minded professionals. CRS members and designees receive a 20% discount off the non-member price! This program earned sixteen Education credits towards the CRS Designation in 2012.

D. “Your Home” Newsletter

CRS Members can customize the six annual issues of the newsletter and deliver a targeted marketing message to current and potential clients. The newsletter can be found in each issue of *The Residential Specialist* magazine or online at www.crs.com.

E. Referrals

CRS members can profit from a dynamic, international qualified referral network of nearly 34,000 members. Some members attribute up to 75 percent of their income from CRS agent-to-agent referrals.

G. Member Connect

Member Connect is the online community and resource center for CRS members to connect with the larger CRS community. They can also access content exclusive for CRS members and find the latest news and information on thousands of residential real estate subjects. As an added bonus, Member Connect has hundreds of templates, tutorials, scripts, audio programs, marketing materials and recommended products that will help members improve their business.

III. CRS ADVANTAGE

“**My CRS Advantage**” provides the quickest, most convenient way for a student to access up-to-date information about their progress toward designation or receive notification about an upcoming course. They can use the CRS Advantage account to access online tools and information from the Council that is customized for their specific needs. Setting up a CRS Advantage account is simple and free. If a student is already a member of CRS or has taken a course in the past, they already have access to the CRS Advantage program. To find out their login information they can call Customer Service at 800.462.8841.

Two exciting features of “My CRS Advantage” that you will want to share with your students are the Designation Wizard and the Course Notifier. The **Designation Wizard** helps students figure out what they need to complete in order to become a CRS Designee. It is easy to use and even gives them recommendations on what types of courses they can take to complete the requirements. The **Course Notifier** is a convenient tool that students can sign up for if they have an Advantage account. They can choose the distance they would travel to take a CRS Course (up to 999 miles) and at the beginning of every month they will be notified via e-mail if a course has been scheduled in their allotted area in the next 45 days.

The following is included with an Advantage account:

	Designees	Candidates	Non-Members
Update Account Information	✓	✓	✓
Change Account Password	✓	✓	✓
Update Member Profile	✓	✓	
View eLearning Courses	✓	✓	✓
View Course History	✓	✓	✓
Print Course Certificate	✓	✓	✓
View Course Roster	✓	✓	✓
Download Updated Course Materials	✓	✓	✓
Sign up for Course Notifier	✓	✓	✓
Check your Designation Status		✓	✓
Access On-line Publications (<i>The Residential Specialist, Your Home Newsletter</i>)	✓	✓	
Apply for a CRS Committee	✓	✓	
View Committee History	✓	✓	
Access Committee Meeting Minutes and Agendas	✓	✓	
Print Designation Certificate	✓		
Order Directory Advertising	✓		
Unlimited Find A CRS Searches	✓	✓	

IV. DESIGNATION REQUIREMENTS

The CRS Designation, awarded by the Council of Residential Specialists is the highest professional designation awarded to REALTORS® in the residential sales field. Less than 4% of all REALTORS® hold the CRS® Designation.

CRS Designation Programs

Requirements for the United States, its insular possessions and the Commonwealth of Puerto Rico.

Effective January 1, 2011

There are different options to choose from. Choose the path that best matches your level of experience.

Program	Option A	Option B	Pro-Program*	Managers
Production Requirements	75 transactions within any five years OR \$25 million within any five years	25 transactions (with no time frame) OR \$8 million with a minimum of 10 transactions within any 2 years	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.)	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
CRS Education Requirement	32 Credits, 16 Credits Must Come from CRS Courses	48 Credits, 16 Credits Must Come from CRS Courses	16 Credits, 16 Credits Must Come from CRS Courses	48 Credits, 16 Credits Must Come from CRS Courses
Elective Requirements	32 Credits	32 Credits	N/A	32 Credits

**To qualify for the Pro-Program individuals must be licensed for a minimum of 10 years.*

Designation Programs require membership in the Council of Residential Specialists. All members are required to maintain active REALTOR® or REALTOR ASSOCIATE® membership in their local board/state association. A \$75 processing fee applies to all designation options. There is no time limit in fulfilling the requirements. **THERE ARE NO EXCEPTIONS TO THE REQUIREMENTS STATED ABOVE.**

CRS Education

CRS Classroom Courses

Business Planning and Marketing – CRS 200	16 Credits
Listings – CRS 201	16 Credits
Sales – CRS 202	16 Credits
Income Properties – CRS 204	16 Credits
Financing – CRS 205	16 Credits
Technology – CRS 206	16 Credits
Referral – CRS 210	16 Credits
Maximize Your Potential...Personally and Professionally – CRS 103	8 Credits
Short Sales & Foreclosures: Protecting Your Clients' Interests – CRS 111*	8 Credits
Guiding the Buyer in the Distressed Property Market – CRS 112	8 Credits

CRS eLearning Courses

Creating Value for Your Clients	8 Credits
Keep It Simple With Low-Cost Online Marketing	8 Credits
Putting Technology to Work for Your Clients	8 Credits
Short Sales & Foreclosures: Protecting Your Clients' Interests*	8 Credits

*Members who previously took CRS 105, CRS 106, CRS 107, CRS 203 or CRS 207 will receive credit for those courses. *Members will only receive eight credits for either the classroom or e-Learning Short Sales & Foreclosures course.*

CRS Events

Sell-a-bration, CRS annual education conference - 2005	8 Credits
Sell-a-bration, CRS annual education conference - 2006	8 Credits
Sell-a-bration, CRS annual education conference - 2007	8 Credits
Sell-a-bration, CRS annual education conference - 2008	8 Credits
Sell-a-bration, CRS annual education conference - 2009	8 Credits
Sell-a-bration, CRS annual education conference - 2010	8 Credits
Sell-a-bration, CRS annual education conference - 2011	8 Credits
Sell-a-bration, CRS annual education conference - 2012	16 Credits

CRS Webinars

<i>Complete list can be found on CRS website</i>	1 Credit
--	----------

Elective Credits

A total of 32 Credits are required to complete your elective requirements for most designation programs. Choose from the following options listed below. Be sure to consult the Council's website at www.crs.com for the most up-to-date options.

Additional CRS Education

Credit will be given for any Classroom Courses, eLearning Courses, Events and Webinars above the stated Education Requirement. See CRS Education for complete list.

Classroom Courses

Discovering the Finance Difference	8 Credits
Exclusively by Referral...The PROgram	8 Credits

Classroom Courses (cont.)

Going Green	8 Credits
It's a Price War to the Door	8 Credits
The Little EXTRAS...In EXTRAordinary Customer Service	8 Credits
Marketing with Microsoft Office*	8 Credits
The New Negotiating Edge...A 5-Step Behavioral Model	8 Credits
Ninja Selling	8 Credits
Ninja Selling II	8 Credits
Ninja Selling III	8 Credits
Outlook E-Marketing Strategies	8 Credits
Positioning Properties to Compete in the Market*	8 Credits
Real Estate Social Marketing – Strategies for Success Both On and Offline	8 Credits
Rich Buyer, Rich Seller – Part 1: Positioning Yourself as a Luxury Home Expert*	8 Credits
Rich Buyer, Rich Seller – Part 2: A Luxury Marketing Idea Blitz*	8 Credits
Silver Bullet Solutions	8 Credits
Social Fusion	8 Credits

**Live Classroom version only.*

National Association of REALTORS® Courses

At Home With Diversity (must be taken after 1/1/05)	8 Credits
Global Real Estate: Local Markets (formerly named CIPS "Essentials")	16 Credits
Resort and Second Home Markets course	8 Credits
Senior Real Estate Specialist Course	16 Credits
Short Sales & Foreclosures Course (through REBAC)	8 Credits

Distance Learning Courses

203k Specialist Training Program	8 Credits
Certified New Homes Specialist Interactive CD-ROM Training Program*	8 Credits
Residential Construction Certified	8 Credits
Transnational Referral Certification Program (Offered by ICREA)	8 Credits

**Course revised to 1 unit on 6/1/06. Members who completed the program prior to 6/1/06 will receive 2 units (or the equivalent).*

Students who completed the 2 unit program (or equivalent) cannot receive credit for the 1-unit course (or equivalent).

Bachelor's Degree, Designation or Certifications

Bachelor's Degree	16 Credits
ABR	16 Credits
ALC	16 Credits
CPM	16 Credits
CRB	16 Credits
CCIM	16 Credits
GREEN	16 Credits
GRI	16 Credits
e-PRO	16 Credits

Additional Production

Additional 40 transactions or \$13 million	8 Credits
Additional 80 transactions or \$26 million	16 Credits
Additional 120 transactions or \$39 million	24 Credits
Additional 160 transactions or \$52 million	32 Credits

V. CRS EDUCATION STAFF

Mary Beth Ciukaj

Director of Education
312.321.4447
mciukaj@crs.com

Marina Garcia

Education Coordinator
312.321.4411
mgarcia@crs.com

- Processes exams, re-exams, and Course certificate requests
- Distributes Course results/marketing results to sponsors
- Contacts sponsors for missing Course materials
- Prepares CRS Course Invoice

Regina Harvey

Continuing Education Coordinator
312.321.4440
rharvey@crs.com

- Handles requests for continuing education Course materials
- Issues CE certificates and reports Course information (if applicable) for approved Courses
- Submits Council applications to licensing agencies

Andrea Laue

Education Program Coordinator
312.321.4456
alaue@crs.com

- Schedules CRS Course requests
- Assists with CRS Course marketing
- Answers general Course Sponsorship questions
- Confirms Course site information
- Arranges for shipment of Course material

Section 7: One-Day Courses

The Council's one-day CRS and Elective Courses provide educational opportunities beyond the current CRS Two-Day Course curriculum, which will enhance and enrich the professionalism, educational background and knowledge of residential real estate agents. The Courses complement, but do not duplicate the CRS Two-Day Courses.

Contents

I.	CRS DESIGNATION CREDIT	2
II.	SPONSORSHIP	2
III.	INSTRUCTOR TRAVEL, LODGING AND PER DIEM.....	2
IV.	COURSE MATERIALS.....	2
V.	COURSE EXAM.....	2
VI.	MARKETING	3
VII.	COURSE ROSTER	3
VIII.	CONTINUING EDUCATION CREDIT	3
IX.	PROMOTION OF COUNCIL MEMBERSHIP AND THE CRS DESIGNATION.....	3
X.	CRS ONE-DAY COURSE DESCRIPTIONS.....	4
XI.	ONE-DAY ELECTIVE COURSE DESCRIPTIONS.....	4
XII.	LOGISTICS/PLANNING POINTS.....	7
XIII.	NOTIFICATION FORM.....	8



Council of
Residential Specialists
The Proven Path To Success

I. CRS DESIGNATION CREDIT

Depending on which course you offer, the successful completion of a one-day Course will give your students eight units of credit (Education or Elective) towards the CRS Designation. For further explanation, please review the Designation Requirements in Section 6: CRS Information, page 5.

II. SPONSORSHIP

Sponsors will schedule one-day Courses directly with the Course instructor. Sponsors should negotiate all arrangements with the instructor, including the date and fees. Each time a one-day Course is presented, a royalty fee of \$500 shall be sent to the Council by the instructor.

The Instructor is responsible for sending the one-day notification form to the Council, so exam answer sheets and other Course materials will be sent to the Course.

The Council will not resolve any disputes between the sponsor and the Instructor.

The Logistics/Planning Points checklist on page 8 can assist you in identifying all the items that need to be considered for a successful presentation.

III. INSTRUCTOR TRAVEL, LODGING AND PER DIEM

Travel, lodging and per diem for expenses related to each one-day Course must be arranged directly with the Instructor. The Sponsor shall pay any costs associated with transportation, lodging and per diem for the instructor unless otherwise negotiated.

The Instructor and Sponsor need to determine which party will make the hotel reservation for the Instructor.

IV. COURSE MATERIALS

The responsibility for printing the student outline and Course examination is an item that needs to be discussed between the Sponsor and the Instructor.

The Council will send *CRS Membership Guides* and exam answer sheets to each Course at no cost to the sponsor.

V. COURSE EXAM

The Council will grade the Course examinations and e-mail each student a link to their Course certificate upon successful completion of the Course and examination.

Course completion certificates and designation credit will not be processed until the Council has received payment of the royalty fee.

VI. MARKETING

Sponsors are responsible for the marketing and administration of one-day Courses, which includes development of marketing materials. It is strongly suggested that the Course Instructor approve any marketing piece before it is distributed. Marketing material templates for the CRS 103, 111 and 112 Courses can be found at <http://www.crs.com/Marketing/2041>.

The Course sponsor will incur all marketing costs, including reproduction and printing of all materials.

The Council will include the Course on the Course schedule that is available on <http://www.crs.com/Education/286> if the Council is notified at least 60 days prior to the Course. The course will also be listed in *The Residential Specialist* magazine if enough notice is given.

VII. COURSE ROSTER*

CRS cannot process your Course's exams without a final class roster. The roster should be sent to CRS within three business days after the Course presentation. All attendees must be on this list, even if some opt not to take the final exam. The roster must be typed, readable, alphabetized by student's last name as well as include student's company's name, street address, city, state, zip, phone number, fax number and e-mail address. CRS would appreciate the inclusion of the student's NRDS Identification (located on their NAR Membership card) and Real Estate License numbers. The format can either be columnar or in a spreadsheet. Supply a copy either by mail, fax or e-mail.

*See sample on page 9 in the appendix or visit http://www.crs.com/File/Excel/Roster_Template.xls for an Excel version of the template.

VIII. CONTINUING EDUCATION CREDIT

The sponsor or instructor shall be responsible for securing continuing education credits for one-day Elective Course presentations. The Council will apply to all states for continuing education credit for the CRS 103, CRS 111, and CRS 112 Courses only.

IX. PROMOTION OF COUNCIL MEMBERSHIP AND THE CRS DESIGNATION

Instructors must promote the CRS Designation and the benefits of Council membership at each one-unit Course offering. CRS will send CRS membership guides as well as other marketing materials to help with these promotional efforts. Instructors must return all membership applications to the Council within three working days of the conclusion of the one-unit Course. All materials should be sent to the Council via a traceable mail carrier.

X. CRS ONE-DAY COURSE DESCRIPTIONS*

CRS 103: Maximize Your Potential...Personally and Professionally

Course Content:

- Time-Management Techniques
- Goal-Setting Strategies
- Team Building/Personal Assistants
- Handling Stress

CRS 111: Short Sales & Foreclosures: Protecting Your Clients' Interests

Course Content:

- Give competent advice and counsel to homeowners who are in danger of losing their home through foreclosure.
- Negotiate successfully with financial institutions and other owners of REO properties.
- Sell and list REO and short sale properties.
- Help clients maintain possession of their homes by creating "short sales" on qualified properties that will lead to the successful sale of those properties.

CRS 112: Guiding the Buyer in the Distressed Property Market

- Counsel and prepare their Client to purchase a Distressed property.
- Find and select those Distressed Properties that meet their clients' needs.
- Successfully prepare and negotiate an "offer to purchase" contract.
- Finance REO and Short Sale properties.
- Qualify and work with the Listing Agent in order to avoid unnecessary delays and problems.
- Successfully sell REO and Short Sale properties.

XI. ONE-DAY ELECTIVE COURSE DESCRIPTIONS*

Discovering the Finance Difference

Course Content:

- Describe the major tax benefits of homeownership
- Identify the components of a salable loan package
- Discuss the advantages of FHA financing
- Explain the elements that lower the effective cost of housing

Exclusively by Referral...The 10-Step PROgram

Course Content:

- Understand the changes required to accomplish a more proactive and productive referral based business
- Determine personal benefits to them for making the transition
- Understand the 5 Basic Principles of any successful customer-centric referral based business
- A specific 10 step "self coaching" program to implement step-by-step over a 12 month period leading to a proactive, purposeful, and successful referral business

Going Green**Course Content:**

- Your most likely Green client and what they are looking for in an agent
- How to market to Green consumers
- How to develop a Green Niche
- Current and future Green innovation

Marketing with Microsoft Office**Course Content:**

- Increase e-mail effectiveness
- Utilize Outlook to maintain customer database and e-mail correspondence
- Create a prospecting system for one year
- Multimedia presentations for buyers and sellers

The New Negotiating Edge...A 5-Step Behavioral Strategy**Course Content:**

- Implement specific skills of a 5-step strategy for negotiating past NO to YES
- Understand the 3 fundamental axioms of negotiating and the application of each in their real world negotiations Create a prospecting system for one year
- Identify the 5 barriers to agreement and be able to implement the appropriate “breakthrough” strategy for each

Ninja Selling**Course Content:**

- Achieving unlimited success while working an average of 30 hours per week
- Staying “In the FLOW” with 50 people that you already know using the “F.O.R.D.” process
- Making powerful presentations and listing 40+ homes a year that sell
- Overcoming objections using “Experiential Questioning”
- Creating personal wealth and a retirement plan

Ninja Selling – Life Planning**Course Content:**

- Understanding the importance of staying in communication
- Formulating an investment plan to help customers achieve financial independence
- Identifying the major important areas of our lives and how to stay in balance
- Writing new goals and understanding the mental and physiological process
- Identifying productive, indirectly productive and non-productive time

Ninja Selling – Business Systems**Course Content:**

- Evaluate the 10 sources of business that are already available to you
- Develop an effective program to keep in touch in a simple, easy to use format
- Learn how to speak with sellers and buyers to determine their dominate motivators
- Build the day to day activities to insure your success in effective real estate related activities

Outlook E-marketing Strategies**Course Content:**

- A permanent e-mail address that fits your marketing strategy and Hostage Free
- The e-mail addresses and market strategy integration
- Outlook organized and under control
- Auto signatures and time savers

Positioning Properties to Compete in the Market**Course Content:**

- Integrating and managing staging in full service real estate
- Using dialog skills to help overcome real and perceived barriers to engage sellers in the positioning process and increase confidence in this role
- Gaining the knowledge and expertise to recommend and oversee positioning options that will help a variety of sellers in any market meet their selling goals

Real Estate Social Marketing – Strategies for Success Both On and Offline**Course Content:**

- Develop a social marketing plan to turn fans and followers into real estate transactions
- Harness the power of thought leadership
- Turn your social networking into a major profit center through Facebook, YouTube, LinkedIn and Twitter

Rich Buyer, Rich Seller – Part 1: Positioning and Branding Yourself as a Luxury Home Expert**Course Content:**

- Who are the buyers and sellers of luxury homes?
- How do you find them and convince them to work with you?
- How do wealthy home buyers evaluate and select their agents?
- What are affluent sellers' marketing plan expectations?

Rich Buyer, Rich Seller – Part 2: A Luxury Marketing Idea Blitz**Course Content:**

- Ideas to help you package, position, and promote yourself as a luxury home marketing expert
- Cutting-edge marketing for luxury listings
- Internet marketing ideas and resources
- Specific marketing scripts, letters, and other tools

Social Fusion**Course Content:**

- To better understand new rules on marketing
- To better position yourself in the marketplace through engaging with your clients
- To create an ongoing marketing campaign through the use of social media
- To position yourself as the agent of choice in your market

*For full descriptions, instructor information and detailed course content, please visit <http://www.crs.com/Instructors/1943>

XII. LOGISTICS/PLANNING POINTS

This checklist identifies all the items you should discuss with the instructor before your program is finalized. The final outcome of your negotiations should be documented in a written contract or letter of agreement.

I. Program

- A. Name
- B. Date
- C. Start and End Times
- D. Materials and Responsibilities

II. Amount of Speaking Fee and Deposit Requirements

- A. Fee scenarios may include:
 - 1. Speaking Fee + percentage of product sales paid to Sponsor or Speaker
 - 2. Speaking Fee inclusive of travel expenses
 - 3. Speaking Fee + travel expenses
 - 4. Speaking Fee + per student fee after ____ students
- B. Amount of deposit required

III. Reimbursement for Travel Expenses

- A. Type
 - 1. Transportation
 - a. Round-Trip Coach Airfare
 - b. Rental Car for ____ Days
 - c. Mileage at ____ cents a mile
 - d. Taxi/Other
 - 2. Lodging - ____ night(s)
 - 3. Per Diem - \$____ x ____ day(s)
- B. Amount
- C. Receipts

IV. Cancellation Policy

- A. Time frame
- B. Fees
- C. Method

V. Facility Requirements**VI. Audio/Visual Requirements****VII. Responsibility for Registration and On-Site Assistance****VIII. Sales Incentive Payment for Products****IX. Printing of Course Outline and Exams****X. Responsibilities After the Course**

- A. Grading of the Examination
- B. Student Certificates
- C. Final Roster to CRS

XIII. NOTIFICATION FORM

This form must be completed by the Instructor and submitted to the Council of Residential Specialists at least 60 days prior to the Course date. If CRS is notified within this time frame, the Course will be added to the schedule on crs.com. This notification does not supersede the contractual agreement between the Sponsor and Instructor.

One-unit Course Title: _____

Instructor: _____ Date: _____

Sponsor Information-The Council will direct all questions and information to the Sponsor Contact listed below:

_____	_____
Course Sponsor	Sponsor Registration Contact Name
_____	_____
Address – No P.O. Boxes	Phone Number
_____	_____
City/State/Zip	Fax
_____	_____
Registration Phone Number for Students	E-mail
_____	_____
Emergency/Non-Business Hours Phone Number	Course Information Web Site Address

- Does the Sponsor provide CRS Course Registration on its Web site? Yes No
- If this is a company-sponsored Course, can agents from outside the company attend the Course? Yes No

Course Facility

Facility Name _____

Facility Address _____

City/State/Zip _____ Phone Number _____

Name of On-Site Administrator _____ Phone Number _____

CRS will mail *CRS Membership Guides* to the Course Sponsor for distribution.

Ship to: Course Facility Sponsor Address (listed above)

Post Course Materials

The Sponsor or Instructor will send the exams and course roster to the Council within five working days after the course.

Appendix

Use these pages to help you sponsor and market your CRS Two-Day Elective Courses.

Contents

CRS Clip Art.....	2
Sample: Course Co-Sponsor Agreement.....	3
Press Release Template	4
Course Sponsor Mass E-Mail Order Form	5
Course Sponsor Label Order Form	6
“Almost There” Campaign Order Form.....	7
Course Roster Template	9
Sample CRS Course Brochure	10
Sample CRS Course Postcard.....	12
Sample CRS Course Flyer	13



Council of
Residential Specialists
The Proven Path To Success

CRS Clip Art

Use these logos on all your promotional materials. You can also download logos online at our Web site, <http://www.crs.com/Resources/82>.



Council of Residential Specialists
The Proven Path To Success



Council of Residential Specialists
The Proven Path To Success



Council of Residential Specialists
The Proven Path To Success



Council of Residential Specialists
The Proven Path To Success



Council of Residential Specialists
The Proven Path To Success



Council of Residential Specialists
The Proven Path To Success



Sample: Course Co-Sponsor Agreement

The following agreement is between the **XX CRS Chapter/Board/State Association**, hereby known as the Chapter/Board/State Association, and Co-sponsoring organization, **XX**, hereby known as **XX**.

The intent of the agreement is to establish a working relationship and responsibility of the two organizations in sponsoring the Course known as **CRS 2XX** to be held – **Date**. **Course Location** is **XX**.

The Course processing fee of \$250 will be paid jointly by the Chapter/Board/State Association and **XX** to the Council of Residential Specialists and will be included in the cost of items to be shared. If the Course is canceled, and any moneys are deducted for that cancellation, it will be reflected equally.

Each party will be responsible for completing certain tasks, before, during and after the Course. There will be expenses related to those tasks. Any out-of-pocket expenses will be reimbursed from the profits of the Course in the following manner. First, the Course fees will be paid. Next, the out-of-pocket expenses will be returned to the party incurring the expense. From the remaining profits of the Course, the distribution will be 50/50. There will not be any claims for the reimbursement for labor or wages of any persons working on this Course by either sponsor.

- A. **Co-Sponsoring Organization** agrees to furnish classroom, administrate, collect all moneys for registration and provide morning coffee. **Co-Sponsoring Organization** will provide fliers, promotional materials, will mass e-mail, send out direct mail pieces at least twice, advertise the class in all publications and Web sites they provide to the members of the **Co-Sponsoring Organization** and the community at large.
- B. **Chapter/Board/State Association** will furnish all Course advertising and promotional materials allowed for reproduction and will assist in write-ups. The Council of Residential Specialists and Chapter/Board/State Association will send mass e-mails (upon request) to promote the Course. Any class that is held prior to this one will have promotional information regarding this Course. Any trade shows that are participated in will also promote this class. Chapter/Board/State Association will coordinate scheduling and instructor selection with the Council of Residential Specialists and will arrange for lodging and transportation (if needed) for instructor.

The Chapter/Board/State Association or **Co-Sponsoring Organization** may and should, solicit other parties, such as title companies, lenders, etc. to participate in the Course as monetary or product sponsors, by providing coffee and bagels, cookies and soda, etc. It should be noted that receiving contributions from other parties greatly reduces the overhead and increases the profits of the Course.

Chapter and **Co-Sponsoring Organization** will each furnish at least one person for both days of the class to act as registrar and monitor, and to assist in sales of products as well as assist the instructor.

Final accounting to be completed no later than five working days after completion of the Course, including split with the Chapter.

Co-Sponsoring Organization Representative

Date

Co-Sponsoring Organization Representative

Date

Press Release Template



For Immediate Release

Contact: [NAME]
[ORGANIZATION]
[PHONE NUMBER]
[EMAIL ADDRESS]

[SPONSOR] Hosts CRS Educational Course *[COURSE TITLE] will be held on [DATE]*

[CITY, STATE] Month XX, 2010 — [SPONSOR TITLE] will host the [ONE-DAY/TWO-DAY] Council of Residential Specialists course, [COURSE TITLE, in LOCATION on DATE]. REALTORS® who take the course will earn [one or two] unit[s] of credit towards earning their CRS Designation. CRS Designees who are looking to continue their education are also welcome to register.

[INSERT INFORMATION ON COURSE TOPIC HERE]

[SPONSOR] is excited to offer high-caliber CRS education to local REALTORS®. [INSERT QUOTE HERE].

REALTORS® may register for the course by calling [INSERT CONTACT PHONE NUMBER]. For information on this course and other courses offered or approved by the Council of Residential Specialists, visit www.crs.com/Education.

The Council of Residential Specialists, the largest not-for-profit affiliate of the National Association of Realtors® with more than 40,000 members in the United States and international countries, awards the CRS designation to experienced Realtors® who have completed advanced professional training in residential real estate.

###



Council of Residential Specialists
The Proven Path To Success

Course Sponsor Mass E-Mail Order Form*

Please return completed form to:

Council of Residential Specialists
Attn: Education Program Coordinator
430 N. Michigan Avenue
Chicago, IL 60611-4092
Fax: 312.329.8882
Phone: 312.321.4456
E-mail: alaue@crs.com

The Council will send a mass e-mail free of charge to assist you with your Core CRS Course promotion efforts. If you have more than one Course, please copy this form and submit a separate form for each Course. *This service is provided for Enhanced and Comprehensive sponsors only.

Course Registration Contact: _____

Organization: _____

CRS Course: _____ **Course Date:** _____

CRS Course Location: _____

Tuition: _____

Registration Information:

Phone Number: _____

E-mail Address: _____

Web site: _____

Does the tuition cost include any of the following special incentives during the Course (check all that apply)?

Lunch Snacks Reception Other _____

Five states to receive e-mail:

1. _____ 2. _____ 3. _____ 4. _____ 5. _____

Please Note: Your state and at least one other will receive the e-mail. CRS takes into consideration other scheduled Courses and has the final say in which states receive the e-mail.

E-mail Recipients:

CRS General Members CRS Students

Mass e-mails will be sent approximately one month before the first day of the Core CRS Course.



Council of Residential Specialists
The Proven Path To Success

Course Sponsor Label Order Form*

Please return completed form to:

Council of Residential Specialists
Attn: Education Program Coordinator
430 N. Michigan Avenue
Chicago, IL 60611-4092
Fax: 312.329.8882
Phone: 312.321.4456
E-mail: alaue@crs.com

The Council of Residential Specialists provides Council members' address labels free of charge to assist with your Core CRS Course promotion efforts. Please complete this form and return it to the Council via mail, fax or e-mail. Your request will be sent approximately one week after receipt. *This service is provided for Comprehensive sponsors only.

Send Labels to:

Name: _____

Organization: _____

Address (No P.O. Boxes): _____

City _____ **State** _____ **Zip** _____

Telephone: _____ **E-mail:** _____

1. Label Request for CRS _____

2. Choose whose addresses you would like (check all that apply):

CRS General Members CRS Students

3. Choose up to four states from which you want addresses:

1. _____ 2. _____ 3. _____ 4. _____

4. How would you like to receive the address labels (select one)?

Pressure Labels Via E-mail
(Comprehensive only)

The Council of Residential Specialists attempts to maintain the most current membership records possible. However, we cannot guarantee the accuracy of all labels provided. Direct all questions to the Education Program Coordinator at 800.462.8841, ext. 4456.



Council of Residential Specialists
The Proven Path To Success

“Almost There” Campaign Order Form*

Please return completed form to:

Council of Residential Specialists
Attn: Education Program Coordinator
430 N. Michigan Avenue
Chicago, IL 60611-4092
Fax: 312/329-8882
Phone: 312/321-4456
E-mail: alaue@crs.com

As a service to our sponsors, the Council of Residential Specialists will send you phone numbers* for members who are only one Core (two-day) Course away from the CRS Designation**. We are providing this assistance in order to help with your CRS Core Course promotion efforts. Please complete this form and return it to the Council via mail, fax, or e-mail. Your request will be sent approximately one week after receipt. *This service is provided for Comprehensive sponsors only.

Send Report to:

Name: _____

Organization: _____

Address (No P.O. Boxes): _____

City _____ **State** _____ **Zip** _____

Telephone: _____ **E-mail (Required):** _____

Choose up to three states from which you want phone numbers:

1. _____ 2. _____ 3. _____

The Council of Residential Specialists attempts to maintain the most current membership records possible. However, we cannot guarantee the accuracy of all phone numbers provided. Direct all questions to the Education Program Coordinator at 800-462-8841 ext. 4456.

*These phone numbers are for the purpose of promoting your CRS Core Course only. Please do not harass the members with multiple phone calls or call them for any other purpose. You should also be aware of the “Do Not Call” rules in your state. You can visit <http://www.donotcall.gov> for more information.

**CRS Members have two options for earning the CRS Designation. Please make sure that anyone you call knows that they must complete all of the CRS Designation requirements before receiving designation status. Members may not take the same Core Course twice for Designation credit. If they would like specific information on their own requirements, they should call the CRS Customer Service Department at 800.462.8841 or e-mail CRSHelp@CRS.com.

Check here if you would also like an “Almost There” Blast E-mail sent to this group (please fill out second page).



Council of
Residential Specialists
The Proven Path To Success

“Almost There” Campaign Order Form – cont.

Core Course Information Form

Course Registration Contact: _____

Organization: _____

CRS Course: _____ **Course Date:** _____

CRS Course Location: _____

Tuition: _____

Registration Information:

Phone Number: _____


E-mail Address: _____

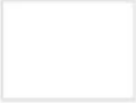
Web site: _____

Does the tuition cost include any of the following special incentives during the Course (check all that apply)?

Lunch Snacks Reception Other _____

Sample CRS Course Brochure - Front





CRS 200: BUSINESS PLANNING & MARKETING FOR THE RESIDENTIAL SPECIALIST

The Business Planning & Marketing for the Residential Specialist Course (CRS 200) from the Council of Residential Specialists will help you create a strong business that will withstand any market condition—while making a profit.

ABOUT **CRS** TWO-DAY COURSES

CRS two-day courses also earn you credit toward the industry's premier designation in residential real estate.

With the CRS Designation, you become part of the network of more than 40,000 Certified Residential Specialists Designees and Candidates/General Members. To learn more about the Designation and learn more about CRS courses coming to you, visit WWW.CRS.COM.

Additionally, this course may help you earn [# of hours] of continuing education credit in [STATE].

INSERT ORGANIZATION NAME
ADDRESS
CITY, STATE, ZIP

INSERT NAME
ADDRESS
STREET
CITY, STATE, ZIP


WORK SMARTER TO EARN MORE


Contact [The Chapter, Local Board, or Association] to register for **BUSINESS PLANNING & MARKETING FOR THE RESIDENTIAL SPECIALIST** today at [Phone Number]

[Date]
[Time]

Presented by [The Chapter, Local Board or Association]


Course location:
[Location]
[Email]
[Phone Number]
[Website]





Council of Residential Specialists
The Proven Path To Success

Sample CRS Course Brochure - Back



CRS Council of Residential Specialists
The Proven Path To Success


CRS educators are leading professionals who bring practical experience to each course, cutting through the hype and offering you real-world solutions. In CRS two-day courses you'll meet other top agents for prime networking opportunities. Find out what works for other pros—and what doesn't, so you're not stuck re-inventing the wheel.

CRS Certified Instructor

[Instructor Name]

[INSERT INSTRUCTOR PHOTO]

[Insert instructor BIO information from CRS.COM]
 [Insert instructor BIO information from CRS.COM]
 [Insert instructor BIO information from CRS.COM]
 [Insert instructor BIO information from CRS.COM]
 [Insert instructor BIO information from CRS.COM]
 [Insert instructor BIO information from CRS.COM]
 [Insert instructor BIO information from CRS.COM]
 [Insert instructor BIO information from CRS.COM]
 [Insert instructor BIO information from CRS.COM]
 [Insert instructor BIO information from CRS.COM]
 [Insert instructor BIO information from CRS.COM]



**CRS 200:
BUSINESS PLANNING & MARKETING
FOR THE RESIDENTIAL SPECIALIST**

REGISTRATION FORM

WHERE: [Facility Name
Address
Meeting Room
City, State Zip]

WHEN: [dates]
[times]

WHO: (About yourself)

 Name
 NRDS # _____ License # _____
 Company _____
 Address _____
 City, State/Zip _____
 Phone _____ Fax _____
 E-mail _____

REGISTRATION FEE:
 \$[insert fee] NON-\$[insert fee]

Please indicate preferred method of payment:
 Credit Card or Check enclosed

Visa MasterCard Discover American Express

Account Name _____
 Account Number _____
 Exp. Date _____
 Signature _____

Make check payable to: [insert payee info here]

TO REGISTER:
 [INSERT HERE—Example: Please Fax your registration form to [FAX Number] or e-mail to [E-mail Address]. Please call [Phone Number] for any questions.

Sample CRS Course Postcard

CRS 200:
BUSINESS PLANNING & MARKETING
FOR THE RESIDENTIAL SPECIALIST



Council of Residential Specialists
The Proven Path To Success



[Date]
[Time]

Presented by
[Organization Name]

Course location:
[Address, Street
City, State ZIP]

[Email]
[Phone Number]
[Website]

Sample CRS Course Flyer


CRS 200: BUSINESS PLANNING & MARKETING FOR THE RESIDENTIAL SPECIALIST

[Date]
[Time]

Presented by
[Organization Name]

Course location:
[Address, Street
City, State ZIP]

[Email]
[Phone Number]
[Website]



BUSINESS PLANNING & MARKETING FOR THE RESIDENTIAL SPECIALIST


The Business Planning & Marketing Course (CRS 200) from the Council of Residential Specialists will help you create a strong business that will withstand any market condition—while making a profit.

- Develop a business plan to focus your business and start making educated financial decisions
- Determine financial goals to create a budget and increase your profits to last through retirement
- Create a marketing plan that works with your objectives to get your listings sold
- Identify action plans to implement that will work for you to achieve long-term personal and professional goals

CRS educators are leading professionals who bring practical experience to each course, cutting through the hype and offering you real-world solutions. In CRS two-day courses you'll meet other top agents for prime networking opportunities. Find out what works for other pros—and what doesn't, so you're not stuck re-inventing the wheel.


ABOUT CRS TWO-DAY COURSES

CRS two-day courses also earn you credit toward the industry's premier designation in residential real estate. With the CRS Designation, you become part of the network of more than 40,000 Certified Residential Specialists Designees and Candidates/General Members. To learn more about the Designation and learn more about CRS courses coming to you, visit www.crs.com. Additionally, this course may help you earn [# of hours] hours of continuing education credit in [STATE].



Contact [The Chapter, Local Board or Association] to register for **BUSINESS PLANNING & MARKETING FOR THE RESIDENTIAL SPECIALIST** today at [phone number].

For more information on other CRS courses or obtaining the CRS Designation, the premier Designation for residential real estate professionals, visit www.crs.com.



Council of Residential Specialists
The Proven Path To Success

