



ALWAYS INSPIRING **MORE**



2023 MEMBERSHIP GUIDE



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At RRC we know you want a plan to earn more. With more than one million REALTORS® it's hard to set yourself apart and it can leave you feeling overwhelmed. You shouldn't have to figure it out alone. We understand you want to do more, sell more and earn more. We've helped thousands of agents achieve or exceed their goals.

WHAT IS RRC'S MISSION?

To empower real estate professionals to reach their full potential through education, networking, referrals and business resources.

WHAT IS RRC'S VISION?

To be the premier business development organization for REALTORS® and international real estate professionals.

Connect, learn and earn more by enrolling as a member or start by trying out a class - so you can go from not knowing when your next check comes into financial freedom and living the lifestyle you want.



The education at the Council is recognized as the best the industry has to offer and includes live classroom courses, self-paced eLearning, live and on-demand webinars, videos and more.

Members benefit from education that is relevant, timely and geared towards current trends and challenges in the market - making them better and more successful.

"Being in the business for 35 years can make it difficult to keep up, but RRC provides me the newest and best ideas for being a good agent."

~ Donna Goings, CRS

"Outstanding educational opportunities, networking and sharing of ideas with professional agents. Relationships that will last a lifetime."

~ Kim Barnthouse, CRS

"I like being around CRSs and experiencing education offered by RRC keeps us on top of our business plans and helps to make our businesses successful and well-rounded. I have a lot of irons in the fire [and my diverse client-base], and RRC offers education on every area I'm trying to reach, and more."

~ Tim Hur, CRS



RRC instructors are the best in the industry and are active agents.



Lee Barrett, CRS



Chris Bird



Alex Camelio



Kim Cameron, CRS



Dale Carlton, CRS



Jack Cotton, CRS



Gee Dunsten, CRS



Mark Given, CRS



Craig Grant



Chandra Hall, CRS



Kim Knapp, CRS



Nate Johson, CRS



Juanita McDowell



Gonzalo Mejia, CRS



James Nellis, CRS



Monica Neubauer, CRS



Addie Owens, CRS



Mark Porter, CRS



Matthew Rathbun, CRS



Rich Sands, CRS



Michael Selvaggio, CRS



Frank Serio, CRS



Maurice Taylor, CRS



Debbie Yost, CRS



Pat Zaby, CRS



ELEVATE YOUR SKILLS AND STAND OUT

Earning a certification or showing a certificate demonstrates a specialized skillset and confirms you've dedicated the time and effort to master competencies in better-assisting clients. Distinguish yourself and earn one or more of the Council's professional certifications and certificates after completing the curriculum.



OUR PROGRAMS WILL HELP YOU:

- Better serve clients as an agent and facilitate listings and transactions.
- Stand out with unique marketing ideas in a growing real estate niche.
- Build stronger relationships as an agent with clients and partners in the community.
- Act on what you've learned immediately with pre-made toolkits.

THE RESIDENTIAL SPECIALIST

The Residential Specialist is the exclusive, award-winning magazine for Council members and designees.

It covers a wide breadth of real estate topics, and focuses on practical information and ideas that members can use to grow their business, use their time more efficiently, and become leaders in the real estate industry.



FREE WEBINAR LIBRARY

RRC members get one free webinar a month included in their membership, with access to over 35 webinars on demand. The webinars are released each month so members can stay educated on a topics tailored to the current marketplace.



BOTTOM LINE NEWSLETTER

The Bottom Line is an electronic brief full of timely, relevant and actionable information in a short, digestible format. No advertising, no promotion – just valuable and insightful material you can use to expand your business.





MENTOR PROGRAM



The Mentor Program provides enhanced matching and support for mentor partnerships. Each partnership is matched based on a multitude of criteria including career development goals, areas of interest, and more.



INMAN SELECT

Real estate industry professionals from around the world turn to Inman first for accurate, innovative and timely information about the business.



LOCAL RRC

The Council's network spans the nation, but sometimes you need a network closer to home. State networks have numerous networking and education opportunities in your own backyard.



YOUR HOME NEWSLETTER

RRC provides its members with an exclusive monthly benefit — the Your Home newsletter. Your Home covers topics of interest to homebuyers and sellers.



PHOTOFY

RRC has partnered with the Photofy content creation tool to create CRS-branded content ready to download and share.



REAL ESTATE REAL TALK PODCAST

Real Estate Real Talk focuses just on what news impact you and your business the most; hosted by and featuring some of the industry's top producing agents and thought leaders skilled at breaking down trends in the housing market in a simplified way.



THE CRS ADVANTAGE

The Certified Residential Specialist Designation represents expertise and outstanding achievement in real estate. The CRS Designation is an advantage for agents looking to grow their businesses, differentiate themselves and continue their path to success.

When you earn your CRS Designation, you gain the credentials and advanced professional knowledge that commands the trust and attention of your clients and peers. You also join ranks with the most accomplished agents and brokers in the U.S., setting yourself on the path and investment of lifelong learning and professional development.



DISTINGUISH YOURSELF WITH THE CRS BRAND



BRANDED MARKETING TOOLS INCLUDE:

Zoom Backgrounds | Social Media Resources | Infographics | Sign Riders
Thank You Notes & Cards | Postcards | Promotional Videos | Newsletters
Fact Sheets | Brochures | Guides & more!

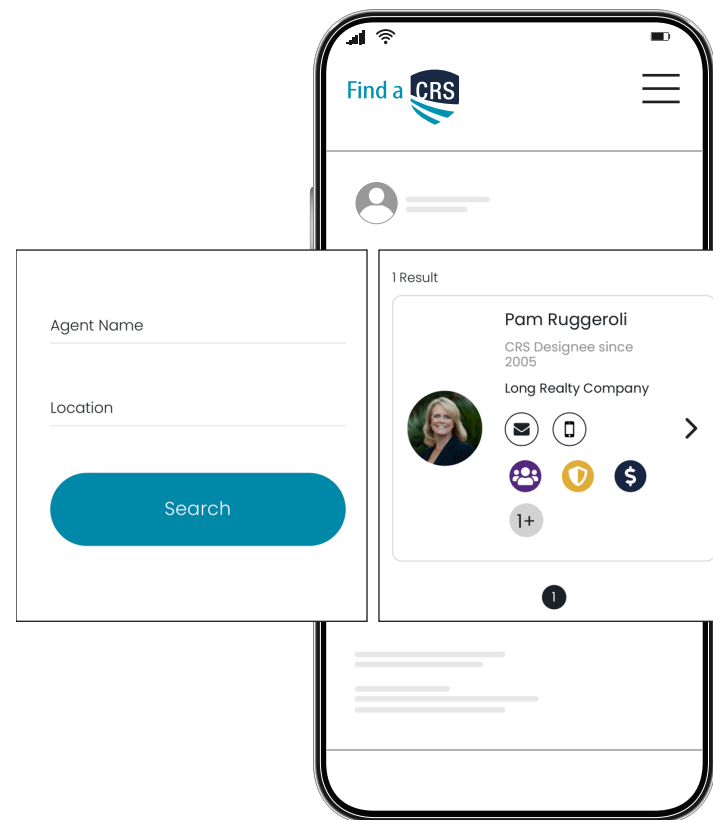


FIND A CRS


One of the best benefits of RRC is the network of qualified and trained agents. Find, connect with, and refer to CRS Designees through the Find a CRS search tool. This tool is the only way to officially verify you are sending a referral to another CRS Designee.

The Find A CRS Mobile App is the fast and easy way to search for a Certified Residential Specialist referral. Whether someone is a current CRS, a REALTOR®, or consumer in the market to buy or sell a home, finding a CRS Designee is made easy.

Searches can be done by city, neighborhood, or agent last name to find all CRS agents specializing in a specific area. Once an agent is found, they can be contacted easily through the app with call, text, or email.




SPECIAL FEATURES

 Live News Feeds at Your Fingertips

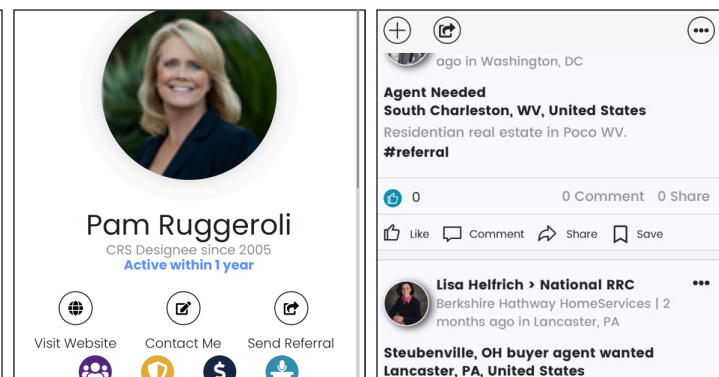
 In-App Communications

 Badges that Encourage and Reward

 Build Your Network, and Build Up Each Other

 A Greater Sense of Community

THE BEST WAY TO GIVE & RECEIVE REFERRALS



ALSO AVAILABLE ON YOUR DESKTOP
FIND.CRS.COM

RRC OFFERS BOTH LOCAL AND NATIONAL VOLUNTEER OPPORTUNITIES TO MEMBERS.

Whether it is 15 minutes a week, an hour once a month or an event once a year, volunteers are the backbone of RRC. Volunteering also connects you to other members and expands your network.



THE BOTTOM LINE NEWSLETTER FEATURE

A bimonthly newsletter that features a CRS Designee and their unique business practices. Email social@crs.com to be considered.

THE RESIDENTIAL SPECIALIST MAGAZINE SOURCE

There are numerous opportunities to be featured in the magazine, as a subject matter expert and in a Q&A column with a member. Email social@crs.com to be considered.

MENTOR PROGRAM

A one-on-one mentoring experience matched on a multitude of criteria. An opportunity for members to gain inside knowledge in specific areas, build relationships and give back.

SPEAKER/PRESENTER

Members have several opportunities to hone in on their speaking and presentation skills at yearly events on the national and local level, and virtually.

NATIONAL COMMITTEES & MASTERMIND DIVISIONS

Joining a committee is a great way to stand out and build your network while also giving back to the organization with your skills and knowledge. Applications are open yearly in August and each has various eligibility requirements.

BOARD OF DIRECTORS

Applications are open in the fall each year for Board of Directors and the First Vice President positions.

REGIONAL VICE PRESIDENTS COMMITTEE

This committee is responsible for coordinating the work of all RVPs by sharing ideas and best practices on providing assistance to states and regions.



NETWORK WITH THE BEST

Make connections with other like-minded professionals by attending local and national events. Learn new techniques that impact your bottom line and take advantage of unparalleled education and networking opportunities with other CRS Designees.



MAY 6-9

RRC MAY GOVERNANCE MEETINGS

May 6-8, 2023 | crs.com/MGM | Washington D.C.

This event is held for members who are involved in the governance of the Council and who volunteer on Committees and Mastermind Divisions. All other members are invited to attend the Open Meetings, Member Update and the Welcome Reception.

JUNE 29-30

INMOCIÓNATE '23

June 29-30, 2023 | crs.com/events/Inmocionate | Granada, Spain

This event is organized by UCI and SIRA, which since 2010 has been bringing together real estate professionals from all over Spain, and in recent years, joined by an important representation of American and European. In the 2022 edition, Inmociónate was attended by more than 700 professionals from 15 countries.

NOV. 12-15

RRC NOVEMBER GOVERNANCE MEETINGS

November 12-14, 2023 | crs.com/NGM | Anaheim

This event is held for members who are involved in the governance of the Council and who volunteer on Committees and Mastermind Divisions. All other members are invited to attend the Open Meetings, Member Update, Welcome Reception and Installation of the of our National Officers.

FEB. 8-10

SELL-A-BRATION

February 29 - March 2, 202 | crs.com/SAB | Las Vegas

Sell-a-bration is RRC's annual conference where the most successful REALTORS® in the industry come together to build relationships, learn new business strategies and obtain the latest resources aimed at growth and higher earning potential.

CONNECT LOCALLY

The Council's network spans the nation, but sometimes you need a network closer to home. RRC's state networks offer a great place to get involved, share ideas, learn about events and exchange referrals.



SEPT. 18-22

CRS WEEK

September 18-22, 2023 | crs.com/CRSWeek | Virtual

CRS Week is our annual event to increase awareness of the value of the CRS Designation. It is an opportunity for CRS Designees to share their experiences with other real estate agents and express how earning the designation transformed their careers. The week consists of numerous local events, free learning opportunities, contests, and giveaways.



"I said yes [to CRS] 10 years ago and I am so glad I did! What a great journey it's been, the most caring and sharing organization I've had the pleasure of serving."

~ Tamara Fox, CRS | Madison, AL

"I say YES to CRS! I achieved the CRS Designation 12 years ago—best thing I ever did for my real estate career!"

~ Kimbra Rickert, CRS | Lewistown, PA



"Having the prestigious and recognized CRS Designation is yet one more way to distinguish myself from others and let the public know that they are working with a highly qualified business professional."

~ Chad Basinger, CRS | San Diego, CA





EVERY YEAR RRC MEMBERS SAVE THOUSANDS

LIFE PLANNING

We've partnered with USI Affinity, a national leader in insurance benefits, to create a place where members can find competitively priced coverage.

ACCESS

Access the RRC Vendor Marketplace where you can get closing gifts, printing products, marketing services and more.

INVEST

Our SoloK Program, in partnership with TAG and Transamerica, to help our members invest in their futures and plan for retirement.

RRC MEMBER SAVINGS ADVANTAGE PROGRAM

RRC Members can access exclusive discounts on products and services they use most. These money-saving discounts benefit them, their business and their family! The best part, it's completely FREE.



No fees, no obligations – just great business saving benefits!



CONTACT & CONNECT



www.CRS.com



Customer Care
crshelp@crs.com



1.800.462.8841

Connect with us for up-to-the-minute news and more!



Residential Real Estate Council



@ThisIsRRC