



Are you ready to offer the best client service possible? *Creating Value for Your Clients* is a CRS eLearning course packed with valuable information you will be able to immediately apply to add value to the services you provide your clients.

Print and read this course syllabus to get an overview of how this course works and what you will learn.

Creating Value for Your Clients Course Syllabus

Technology Requirements: Windows computer running Internet Explorer browsers versions 5-6. A 56K modem connection speed or better is recommended. To view this course you must turn your Internet “Pop-up Blocker” off. Speakers are needed to listen to audio. Flash 7 is also required and available as a download when you enter the course.

Recommended Technology: To view all course downloads, Microsoft Office and Adobe's Acrobat Reader plug-in are required.

Time: You have 45 days to complete the six tasks and final exam from the *Creating Value for Your Clients* course. Your time starts when you purchase the course. The course should take you approximately 7-8 hours to complete.

You can take the course whenever it is convenient for you throughout your 45 days. However, because this is a self-study course, CRS recommends you follow the schedule here for successful completion of this course:

Week 1: “Task 1: Plan Your Business” and “Task 2: Get the Listing”
Week 2: “Task 3: Enhance Digital Imaging” and “Task 4: Negotiate a Transaction”
Week 3: “Task 5: Analyze Investments”
Week 4: “Task 6: Create a Referral Business”
Week 5: review the course content and take the Course Final Exam
Week 6: print and download course materials for future reference

Prerequisites: There are no course prerequisites.

How to Complete the Course: To obtain CRS Designation credit for this course, you must correctly complete all 6 tasks and pass the final course exam with a score of 70% correct or better. A course completion certificate will be made available to you upon your successful completion.

Course Materials: There is no text for this course. However, throughout the course you will have access to various articles and website links on different topics. These articles are not required for you to complete the course. They are optional materials you may want to download and review at a later time.

Course Credit: Upon successful completion of the Council's *Creating Value for Your Clients*, you will receive 1 core unit toward the CRS Designation.

Course Support: Technical assistance is available Monday through Friday from 8:45 AM to 4:45 PM Central Standard Time via email or phone. 1.800.462.8841 or crshelp@crs.com

Instructor assistance for questions about the course content is available via email Monday through Friday at eLearning@crs.com

Course Content: *Creating Value for Your Clients* is divided into 6 tasks. Outlined here are the task titles and objectives to be accomplished within each task.

Task 1: Plan Your Business

At the end of this task you should be able to:

- Determine how planning can improve your real estate business
- Analyze your current business to develop strategies for increasing profit

Task 2: Get the Listing

At the end of this task you should be able to:

- Demonstrate knowledge of the steps of a listing presentation
- Apply scripts for obtaining a listing

Task 3: Negotiate a Transaction

At the end of this task you should be able to:

- Apply effective negotiating techniques
- Recognize effective customer service tools and tips for working with buyers

Task 4: Enhance Digital Imaging

At the end of this task you should be able to:

- Compare digital camera features and functions for specific real estate agent requirements
- Identify tips for improving digital images
- Document ideas for using digital images in real estate

Task 5: Analyze Investments

At the end of this task you should be able to:

- Demonstrate why real estate can be a superior investment for your clients and yourself
- Identify where an investor's profit comes from using the IDEAL formula
- Determine the power of positive leverage in real estate investments

Task 6: Create a Referral Business

At the end of this task you should be able to:

- Prioritize your client list to meet repeat and referral business goals
- Implement strategies and dialogues to get referrals

Course Final Exam: You must correctly complete all 6 tasks before gaining access to the final exam. The Final Course Exam consists of 25 multiple-choice questions covering the technical content from all 6 tasks.

A score of 70% correct or better is required to pass the final exam and receive credit toward the CRS Designation. You have two attempts to pass the final exam. If you have a score of 70% or higher after the first attempt, you may not take the final exam again to get a better score. If you do not pass the exam on the first attempt, you have one more opportunity. To prepare for the exam, review the technical topics and Self Quiz questions in each topic.

Continuing Education Credit: Continuing Education Credit is available for the CRS eLearning course *Creating Value for Your Clients* in the following states:

Arkansas 8 hours

Georgia 8 hours

Michigan 8 hours

Montana 1 hour

Oklahoma 2 hours

South Carolina 8 hours

Tennessee 8 hours

Utah 8 hours

Virginia 8 hours

Washington 8 hours

Cheating or Misrepresenting Student Identity: Cheating may result in the denial of CRS Designation and continuing education credit, suspension, license revocation, or other penalties. Cheating is defined as allowing someone else other than you, who is registered for this course, to take any part of this course or the final course exam.

Refund Policy: There are no refunds or exchanges given.

Fees: The course is priced at \$99 for CRS Designees, \$125 for General Members, and \$149 for students.

Course Evaluation: Upon completion of this course you will be asked to provide your comments and feedback. The evaluation will be sent to you in an email.

For more information about the Council of Residential Specialists and CRS Designation, visit www.CRS.com