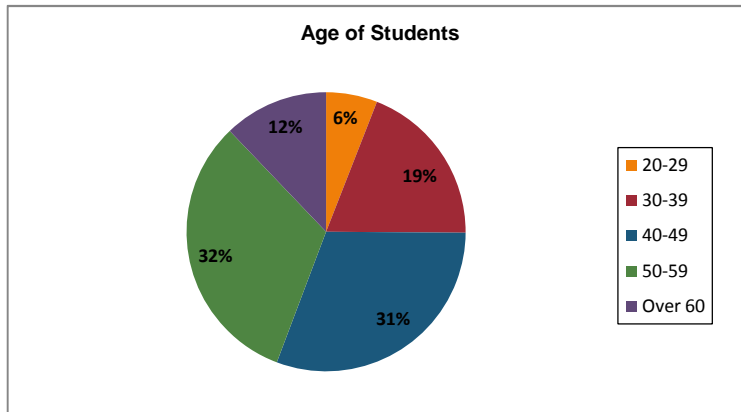


# COUNCIL OF RESIDENTIAL SPECIALISTS

## Demographic Reports - 2007

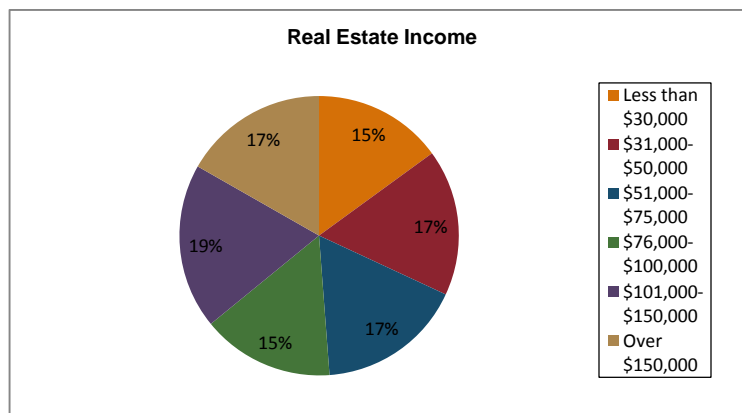
### Age of Students

Course	20-29	30-39	40-49	50-59	Over 60
Business Planning and Marketing (CRS 200)	91	296	473	479	207
Listing Course (CRS 201)	143	391	655	613	229
Sales Course (CRS 202)	100	340	484	519	199
Wealth Building Course (CRS 204)	118	345	563	591	215
Technology Course (CRS 206)	36	209	352	419	141
Referral Course (CRS 210)	60	189	299	344	130
<b>Total</b>	<b>548</b>	<b>1,770</b>	<b>2,826</b>	<b>2,965</b>	<b>1,121</b>



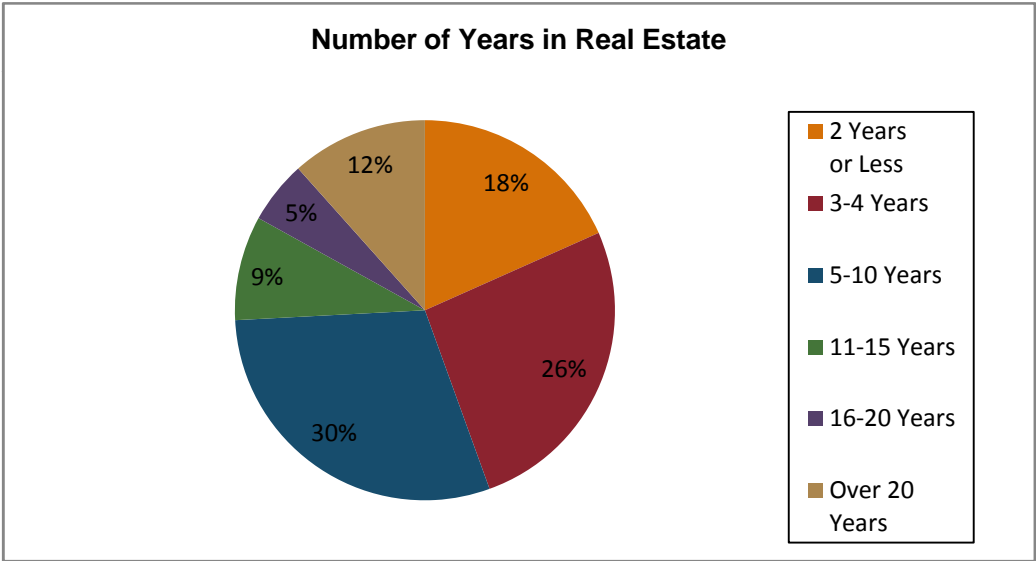
### Real Estate Income Reported by Students

Course	Less than \$30,000	\$31,000-\$50,000	\$51,000-\$75,000	\$76,000-\$100,000	\$101,000-\$150,000	Over \$150,000
Business Planning and Marketing (CRS 200)	214	251	256	258	281	238
Listing Course (CRS 201)	374	356	337	277	309	301
Sales Course (CRS 202)	218	272	270	175	292	281
Wealth Building Course (CRS 204)	291	281	305	297	387	293
Technology Course (CRS 206)	135	176	186	191	246	196
Referral Course (CRS 210)	107	183	158	173	199	191
<b>Total</b>	<b>1,339</b>	<b>1,519</b>	<b>1,512</b>	<b>1,371</b>	<b>1,714</b>	<b>1,500</b>



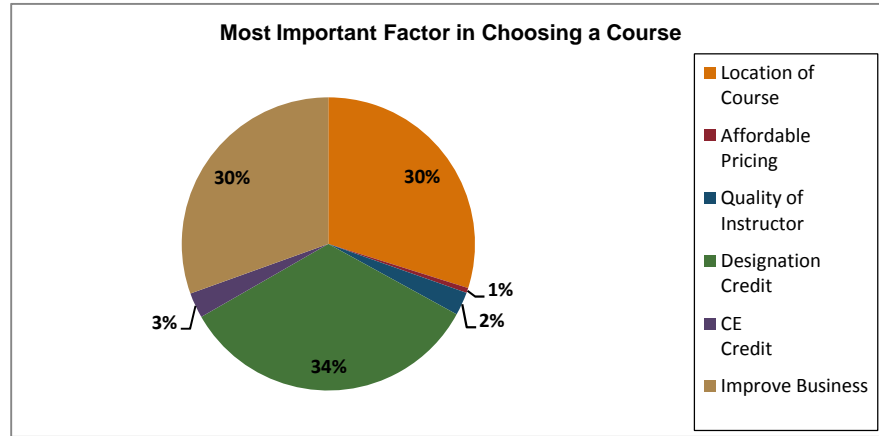
### Number of Years in Real Estate

Course	2 Years or Less	3-4 Years	5-10 Years	11-15 Years	16-20 Years	Over 20 Years
Business Planning and Marketing (CRS 200)	312	415	483	147	74	207
Listing Course (CRS 201)	495	572	580	175	103	229
Sales Course (CRS 202)	286	459	539	155	87	199
Wealth Building Course (CRS 204)	368	448	571	162	113	215
Technology Course (CRS 206)	154	313	377	119	77	141
Referral Course (CRS 210)	154	316	318	99	61	130
<b>Total</b>	<b>1,769</b>	<b>2,523</b>	<b>2,868</b>	<b>857</b>	<b>515</b>	<b>1,121</b>



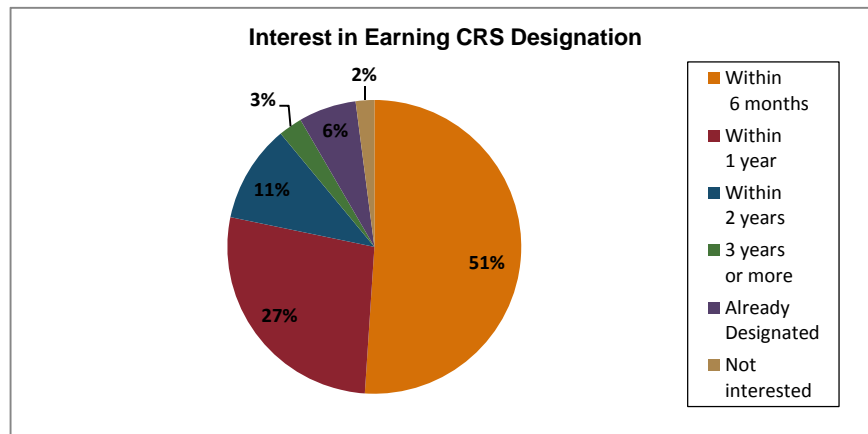
### Most Important Factor in Choosing a Course

Course	Location of Course	Affordable Pricing	Quality of Instructor	Designation Credit	CE Credit	Improve Business
Business Planning and Marketing (CRS 200)	447	5	42	541	41	384
Listing Course (CRS 201)	567	10	41	640	42	647
Sales Course (CRS 202)	482	19	47	544	50	406
Wealth Building Course (CRS 204)	407	8	49	545	49	670
Technology Course (CRS 206)	374	3	17	392	29	284
Referral Course (CRS 210)	340	4	28	291	34	282
<b>Total</b>	<b>2,617</b>	<b>49</b>	<b>224</b>	<b>2,953</b>	<b>245</b>	<b>2,673</b>



### Interest in Earning the CRS Designation

Course	Within 6 months	Within 1 year	Within 2 years	3 years or more	Already Designated	Not interested
Business Planning and Marketing (CRS 200)	813	423	161	33	90	15
Listing Course (CRS 201)	1,003	659	235	55	65	25
Sales Course (CRS 202)	860	440	180	41	77	33
Wealth Building Course (CRS 204)	827	468	216	73	174	79
Technology Course (CRS 206)	673	268	78	16	108	16
Referral Course (CRS 210)	532	254	122	24	69	22
<b>Total</b>	<b>4,708</b>	<b>2,512</b>	<b>992</b>	<b>242</b>	<b>583</b>	<b>190</b>



### How Students Heard About CRS Course

Course	Another Real Estate Agent	CRS Instructor/ CRS Course	Brokerage Manager	Newspaper/ Magazine Ad	Fax	Web Site/ MLS
Business Planning and Marketing (CRS 200)	250	168	129	31	3	366
Listing Course (CRS 201)	277	192	255	34	6	436
Referral Course (CRS 210)	148	123	97	14	1	157
Sales Course (CRS 202)	260	167	172	22	1	353
Technology Course (CRS 206)	141	150	83	13	2	249
Wealth Building Course (CRS 204)	233	199	148	22	1	397
<b>Total</b>	<b>1,309</b>	<b>999</b>	<b>884</b>	<b>136</b>	<b>14</b>	<b>1,958</b>

**Cont.**

Course	Meeting/ Convention	E-mail	Telemarketing	Newsletter	Direct Mail
Business Planning and Marketing (CRS 200)	67	317	1	47	101
Listing Course (CRS 201)	88	431	2	94	155
Referral Course (CRS 210)	53	244	0	39	111
Sales Course (CRS 202)	83	320	2	76	105
Technology Course (CRS 206)	61	258	0	46	100
Wealth Building Course (CRS 204)	76	450	0	84	165
<b>Total</b>	<b>428</b>	<b>2,020</b>	<b>5</b>	<b>386</b>	<b>737</b>

