



RRC ELEVATOR PITCHES



ELEVATOR PITCH (DETAILED)

The Residential Real Estate Council is the largest affiliate of the National Association of REALTORS® (NAR). We are the premier education, business and networking organization for residential real estate agents; dedicated to helping member achieve success in their businesses.

Membership in RRC helps agents raise their profiles, open doors, stay informed and earn more

The Council awards the prestigious Certified Residential Specialist (CRS) Designation to REALTORS® who have completed advanced professional training and demonstrated outstanding achievement in residential real estate. CRS Designees are an elite group, representing the top 3% of all residential REALTORS®.

Council membership and earning the CRS Designation help agents:

- Raise their profiles – Increase recognition as a top agent within the industry and among consumers through a variety of materials using the “CRS” trademark.
- Open doors – Connect to the CRS referral network through national and local events, social media and Find a CRS online referral directory.
- Stay informed – Get superior training in real time from successful practitioners and enjoy members-only discounts of up to 50% on wide range of leading education.
- Earn more – CRS Designees generate more transactions, gross sales and earn more than the average REALTOR®.

For more information and to join our growing network, call 1-800-462-8841 or go to www.crs.com

SAMPLE SCRIPT

Good morning/afternoon. My name is and I'm (local position) of the (State) RRC.

I'm here to tell you about RRC and the terrific things we're doing for our members.

How many of you are already CRS designees? (Congratulate those who are.)

How many of you are working on your CRS Designation? (Encourage them to keep at it)

For those of you who aren't members, let me tell you why I joined. (Insert personal story of why you became a CRS & how it's improved your business)

Highlight some benefits (examples: additional discounts, building their name & network with other CRS members aka referrals, etc.)

If you have any questions, I can be reached by: (Insert contact info.)

ELEVATOR PITCH (SHORT)

Residential Real Estate Council - Professional Membership Organization for REALTORS®

Top 3% of all REALTORS in U.S – (~ 29,000 members)

Awards Prestigious CRS Designation (Certified Residential Specialist) - the only designation based on education, experience and performance

Join RRC and earn your CRS. Why?

- Raise your profile – CRS trademark use after your name
- Open doors through networking and referrals
- Stay informed and ahead through education
- Earn more – CRS Agents make more, sell more

1-800-462-8841 – www.crs.com