

CRS Strategic Plan 2018-2020

Vision

To be the premier Education, Business and Networking resource to REALTORS® and International Real Estate Professionals.

Mission

To train and empower ethical, efficient, and successful real estate professionals.

Stakeholder Values

REALTORS®/INTERNATIONAL REAL ESTATE AGENTS – The Council will provide REALTORS®/International Real Estate Agents with the education, tools, resources and networking opportunities that enhance their business and help them get ahead of the competition.

INDUSTRY/EMPLOYERS – The Council’s training, tools and resources give Industry/Employers confidence that they are working with (or employing) experienced, trained and ethical professionals who will make more money, win more clients and minimize risk.

PUBLIC – Real Estate Agents with the Certified Residential Specialist (CRS) designation have the knowledge and skills to provide consumers (homebuyer/seller) services beyond what other agents can offer and help them achieve the greatest financial benefit.

Strategic Goals and Directions

Goal #1: Education: To be the premier education resource for the lifecycle of real estate agent.

Direction: Provide compelling education and career path trajectory for REALTORS® to raise the level of professionalism, attract top producers and those who aspire to be top producers to pursue CRS designation by offering content, instructors, and delivery models that reflect the changing market needs.

Goal #2: Membership: To attract new members and grow membership.

Direction: Increase our member base by using clear call to action which communicates the value of education, CRS designation and business services provided by the Council.

Goal #3: Networking: To create and maintain an effective, engaging network of likeminded professionals.

Direction: Expand, grow and deepen networking and referral opportunities through business, peer-to-peer, and volunteer engagement.

The following plan is developed to help achieve these goals.

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<p>Goal #1: Education To be the premier education resource for the lifecycle of real estate agent</p>	
<p>Desired Outcomes</p> <ul style="list-style-type: none"> • Curriculum and programs tailored to meet changing market conditions • Instructor cadre that mirrors the marketplace • Education delivery processes that meet the needs of diverse stakeholders • Increased number of participants • Increased financial returns from CRS education products and services 	<p>Measures</p> <ul style="list-style-type: none"> • 90% attendee satisfaction with CRS education • 5-10 new instructors trained and added to CRS instructor cadre annually • 10% increase in CRS education attendance annually to reach 26,500 by the end of 2020 • 5-10 % annual revenue increase from sales of educational programs
<p>Strategies</p>	
<p>1.1 Establish certification education paths that meet the needs of those ready to pursue designations</p>	
<p>1.2 Introduce new educational programs that advance member career aspirations and attract real estate agents to pursue designation</p>	
<p>1.3 Foster an environment of innovation and continual improvement in educational delivery methods</p>	
<p>1.4 Engage in continual evaluation and quality improvement of both classroom and online courses to ensure most up to date content (e.g., technology) that satisfies both designation and maintenance requirements</p>	
<p>1.5 Foster new partnerships to ensure increased delivery of educational programs and increased number of participants</p>	
<p>1.6 Broaden the market base for our education to include those who may not be contemplating designation</p>	
<p>1.7 Develop and implement instructor training program to continually improve and strengthen current and future instructor cadre</p>	

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Goal #2: Membership To attract new members and grow membership	
Desired Outcomes	Measures
<ul style="list-style-type: none"> • Increased number of new members • Increased member engagement and satisfaction • Increased member business resources and support 	<ul style="list-style-type: none"> • Reach 38,000 members by the end of 2020 • 90% member satisfaction • Average member engagement score
Strategies	
2.1 Continue to strengthen and expand member acquisition campaigns	
2.2 Establish mechanisms for member lead generation to increase the potential new member pool <ul style="list-style-type: none"> - e.g. Leverage all marketing channels to drive qualified member leads including online marketing, telemarketing and social media 	
2.3 Continue to improve communication with members <ul style="list-style-type: none"> - e.g. Develop better understanding of how and when new and existing members receive communication; develop and implement targeting and segmenting strategy, etc. 	
2.4 Develop a strategy for attracting and engaging young professionals <ul style="list-style-type: none"> - e.g. Evaluate feasibility of a scholarship program, or virtual mentor program, etc. 	
2.5 Develop resources, identify and implement technology and services that will improve the business success of our members	
2.6 Use data, statistical algorithms, and other techniques to identify current and future behavior patterns of target member segments to provide ideal member experience <ul style="list-style-type: none"> - e.g. Create member reward program that is based upon engagement or use of CRS paid resources 	

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Goal #3: Networking To create and maintain an effective, engaging network of likeminded professionals	
Desired Outcomes	Measures
<ul style="list-style-type: none"> Increased use of referral network Increased participation in local and regional networking events Increased consumer awareness 	<ul style="list-style-type: none"> 12,500 members using CRS referral tools and 5,000 tracked referrals by the end of 2020 90% member satisfaction with local and regional events 10% annual increase in number of successful events offered locally and regionally 25,000 unique visits to consumer page by the end of 2020
Strategies	
3.1 Continually improve and strengthen “Find a CRS” - e.g. Integrate “Find a CRS” with as many social media outlets and groups that our members are using to network	
3.2 Continue to maintain and expand referral tracking opportunities	
3.3 Strengthen partnerships with state and local AORs, franchises and other industry partners to increase exposure to CRS designation and raise awareness	
3.4 Expand international residential real estate education and business opportunities	
3.5 Develop strategies to better market and promote the value of CRS designation to consumers	