The Council’s education is recognized as the best in the industry and includes live virtual and classroom courses, self-paced eLearning, live and on-demand webinars, videos and articles.
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RRC’s live courses are delivered in-person or virtually by certified CRS Instructors with the assistance of trained teaching assistants. They allow you to learn skills in an intensive, hands-on, in-person environment, while networking with other real estate agents who can be valuable referral sources. These courses are worth eight to sixteen credits toward the CRS Designation or the Designation Maintenance Requirement and are eligible for continuing education credit in many states.

Visit [CRS.com/events-calendar](https://www.crs.com/events-calendar) for the most up-to-date course schedule. All live classroom courses count for all CRS Designation programs.

### 3-4 Credit Hour Courses

#### Tax Talk
Tax laws have a major impact on the business of the real estate. This Half-day workshop reviews the most significant tax laws, changes, and strategies agents may consider under the *Tax Cuts and Jobs Act.*

#### The Grass is Greener
The legalization of marijuana for medicinal and recreational use has impacted the demand for both residential and commercial properties. Additionally, cannabis legalization heightens concerns related to grow houses, property values, crime and property management. This half-day workshop will help clear the smoke surrounding some of these issues.

#### Top of Mind Techniques to Boost Your Brand
See description in the one-day course section of this catalog. There are three stand-alone booking options for this course: 1) full day; 2) half day option 1, which covers chapters 1 & 2; and 3) half day option 2 which covers chapters 3 & 4.

### 8 Credit Hour Courses

#### 7 Things Successful Agents Do Differently: A Proven Business System*
Learn how to organize your real estate career like a business, and begin implementing proven strategies and techniques to take that business to the next level.

*This is a blended learning course with both eLearning and live classroom components.

#### Building a Team to Grow Your Business
Explore strategies for delegating and outsourcing tasks to a team so you can focus on activities that make you the most money.
8 Credit Hour Courses (CONTINUED)

Converting Leads into Closings
Attracting leads is key, but you need effective systems for conversions. This course highlights traditional and digital approaches to identifying and closing more customers.

Creating Listing Abundance
Effective and efficient systems for listing and pricing properties is essential for success as a residential real estate agent. This course provides the knowledge and tools needed to develop and sharpen your listing and pricing systems and strategies. Some of the topics in this fast-paced, information-rich course include the listing mindset, sources of listing business, the listing appointment and presentation and handling the competition.

Cyber Security: Protecting Your Business and Your Clients
This course empowers you with strategies, tools and actionable tips to protect your business and clients in the perilous legal, online and social media world.

Digital Marketing: Establishing a Social Media Brand
Social media has become a cornerstone of real estate marketing. No business can expect to be successful without using at least one platform. This course is meant to take your social media market and give it a focus and approach.

First-Time Home Buyer Specialist: A Blueprint for Success
This course will help professional real estate agents improve their sphere of interest (SOI) and become the go-to-specialist for client and referral services in the first-time home buyers' market.

Generational Marketing: Innovative Strategies Across All Generations
This course explores the characteristics, values and beliefs of the six generations, with a focus on understanding the key buying/selling behaviors of each and developing strategies and tactics to adapt to those behaviors to ensure successful outcomes.

HR Solutions: Effective Delegation and Feedback at the Next Level – NEW
This highly interactive course shows supervisors how to effectively use delegation, coaching and feedback to draw the best work from others without spending more time than they can spare.

Increase Wealth with Rentals and Other Investment Properties
Investment property transactions can easily increase your market by 20% and build your net worth at the same time. Learn why rental properties are IDEAL investments that outperform other types of investments and, more important, learn how to evaluate and select appropriate investment properties.

Mastering Relevant, Consumer-Focused Marketing
Through activities, workshops and instruction, you will learn strategies for strengthening your brand and content to position yourself as the top provider of information and expert guidance in your market.

Mastering Your Time to Achieve Your Goals
This course provides strategies for prioritizing your professional and personal goals, managing your time and designing a business that financially supports the life you desire.

Power Up on Smart Home Technologies*
Learn what qualifies as a “Smart Home,” how to leverage its features in your marketing strategy and how to advise your clients on its value and transfer tactics.

*This one-day course can be taken individually or as part of the RRC Smart Home Certification program.
8 Credit Hour Courses (CONTINUED)

Short Sales and Foreclosures: Protecting Your Clients’ Interests
This course provides you with practical approaches to the pre-foreclosure and foreclosure processes that will result in the successful handling of these properties.

Silver Bullet Solutions: Helping Buyers Buy and Sellers Sell
Gain inside access to a toolbox of solutions to agent dilemmas in buyer and seller situations, such as the “Four-Part Decision Maker,” other web-based solutions and an online library of spreadsheets exclusive to this course.

Succeeding in the Luxury Home Market
Develop the market expertise and savvy customer service skills necessary to break into, compete and succeed in the luxury home market.

Succession Planning: Building, Valuing and Selling Your Business
Learn a process-oriented sequence to develop a strong business and succession/retirement plan that includes a careful analysis of the market, valuation of your business, selecting appropriate selling strategies and building a long-term referral stream.

Systems Will Set You Free
Steamline and automate repetitive business tasks, make your hectic schedule manageable, and enhance communications and marketing so that you can focus your time on building and cultivating profitable relationships with your clients.

Tax Strategies for the Real Estate Professional
Learn how to leverage your tax knowledge for your business, clients and investments.

Technology and Plans for Success
This course examines the changing role of real estate agents in the rapidly-evolving technology age, and provides guidance on the technologies needed to effectively work with today’s connected consumers. You will leave the class with templates and strategies to identify, evaluate and select appropriate technologies to enhance your productivity and efficiency.

Top of Mind Techniques to Boost Your Brand*
Through a series of engaging discussions and activities, you will explore the effective uses of social media, neighborhood farming, and other marketing strategies to distinguish yourself as the trusted advisor for existing and prospective clients and leave with an action plan.

Transforming Difficult Situations into Profitable Deals
Learn how to leverage tools, systems and scripts to effectively manage your professional relationships with difficult buyers, sellers, appraisers, agents and others.

Turning New Homes into Ongoing Revenue
Learn the ins and outs of new home construction, marketing and showing homes at varying stages of completion and how to pitch your services and adapt your market analyses for lenders, developers and builders.

Win-Win Negotiation Techniques
Through highly interactive role-playing activities, you will develop and practice scripts that can prepare you to successfully negotiate with all parties in a transaction, including clients, other agents and service providers.

Zero to 60 Home Sales a Year (and Beyond)
Whether you are looking to jumpstart your business or just starting out, accelerate your home sales and create a continuous flow of business by positioning yourself as the REALTOR® of choice in your area.
16 Credit Hour Courses

**Building an Exceptional Customer Service Referral Business**
Refocus your business plan so it centers on customer service and generating repeat and referral business.

**Business Planning and Marketing for the Residential Specialist**
Learn how to define your business goals and have the business planning, budgeting and marketing skills to get you where you want to go.

**Buying and Selling Income Properties**
See how to identify the right opportunities in a down or up market, compare real estate with other investments and create additional wealth – for both yourself and your clients.

**Effective Buyer Sales Strategies**
Learn how to use counseling, salesmanship and negotiation to work with today’s buyers.

**Financing Solutions to Close the Deal**
Help your clients understand their financial choices, providing them with peace of mind and saving them money, creating customers for life.

**Listing Strategies for the Residential Specialist**
Learn proven and important strategies for conducting successful listing presentations, pricing a home to sell, closing the transaction and marketing the listing effectively.

**Technologies to Advance Your Business**
Analyze the current technology needs of your business and learn to use tools that can help you become more productive, increase profits and differentiate your business in the marketplace.

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**eLearning Courses**
Learn at your own pace, on your own schedule! RRC’s eLearning courses provide valuable skills-based education, accessible 24/7. eLearning courses are eligible for two to eight credits towards the CRS Designation or the Designation Maintenance Requirement. Register at [CRS.com/education-catalog](http://CRS.com/education-catalog).

**eLearning 8 Credit Courses**

**Creating Value for Your Clients**
Build an annual business plan, expand your listing presentation techniques and negotiating skills, increase your digital technology knowledge and maximize your profits by creating repeat business through referrals.

**Keep It Simple with Low-Cost Online Marketing**
Learn successful and proven online marketing strategies that don’t require a lot of financial resources.

**Putting Technology to Work for Your Clients**
Gain more business by enhancing your website, increase your productivity, establish your online niche, update your marketing materials and develop strategies for upgrading or purchasing a new product or service with new technologies.
eLearning Courses

eLearning 2 Credit Courses

A Photo Sells a Thousand Homes
Learn what photos attract buyers to homes, how to identify the correct photos and how to compose the best photos.

Building a Dynamic Team
Learn time-tested methods for creating highly motivated and loyal top-producing teams so you can take your business to the next level.

Building a Referral-Based Real Estate Business
Develop strategies and techniques to master both traditional referrals and effective online reviews.

Creative Real Estate Financing
Increase your sales and your value as an agent by arming yourself with knowledge for your buyers on loan options, including vehicles such as FHA, Fannie Mae, Freddie Mac, VA, non-banking loans and down payment assistance.

Cyber Security for the Residential Specialist
As a real estate agent, you must protect your personal and business-related data from any threats that may arise. In this self-paced online course, you will gain a deeper understanding of social engineering and discover ways to keep your digital information secure.

Drone Photography for Real Estate
Explore the advantages and requirements for adding a drone to your real estate business.

Fair Housing: More Than Just the Law - Coming soon
As REALTORS®, you follow a strict Code of Ethics. To comply with this high standard of professionalism, all agents must understand the United States Fair Housing Act and distinguish the profession with every opportunity they have. This eLearning reinforces the key areas of the Act, highlights effective techniques to help you serve all clients, and reviews approaches to ensure your business operates in compliance at all times.

First-Time Home Buyers
Learn how to manage new buyer anxiety and gain valuable tools and ways to educate and create the enjoyable buying experience that today's consumers want.

For Sale by Owner
In any good seller's market, many consumers contemplate the possibility of selling on their own. This course shares a proven method for approaching, helping and ultimately converting the FSBO prospect to a listing.

How Do I Make My Photos Look Like That?
Discover how experts distinguish the properties they list with photos, and uncover how to leverage a camera and the technology available to make photos look more professional at minimal cost to you.

iBuying: Work With It, Not Against It! - NEW
Are iBuyers the industry disruptors that we all fear? Of course not! This course will help you to understand the iBuying business model, identify reasons that sellers would be attracted to an iBuyer and provide some insight on how you may leverage it to take your business to the next level. Our CRS experts have come together to give you their tips and tricks on how to incorporate iBuyers into your clientele.
Listing Strategies: Pre-Listing Preparation
Examine the key elements of the listing process and apply best practice techniques associated with pre-listing preparation.

Listing Strategies: Conducting Your Presentation and Clinching Your Listing
Learn best practices for achieving your desired results by employing best-fit strategies in identifying your sellers’ motivations, creating an effective listing presentation and mastering your presentation appointment.

Listing Strategies: Pricing Your Listing
Discover a variety of pricing strategies, competitive market analysis, absorption rates and techniques for collaborating with your seller to achieve effective market positioning and increase sales.

Listing Strategies: Marketing and Selling Your Listing
Employ the principles of targeted marketing, engage in internet marketing and create an effective listing description. Learn essential elements about the marketing and selling process including communicating, providing feedback and countering seller objections.

Management Skills to Improve Team Performance - Coming soon
Are you ready to take your team to the next level? This course covers supervising and managing a growing real estate team. Find out how to communicate, motivate and create goals that will grow your business – and your team’s. Also learn how your personality – and the personality of your team members – affects team performance.

Managing Your Online Presence
Learn a step-by-step process for managing your online presence across forums such as your business website, social media and real estate websites.

Negotiations: Foundations of Negotiations
Gain a solid start to the negotiation process.

Negotiations: Understanding People
Know the state of current market trends (nationwide and local), and get to know the people involved, be aware of how others communicate and think differently and how adapting your communications style will best serve a collaborative environment.

Negotiations: Evolving Client Expectations
In this course you will learn how to recognize when a client’s interests have changed, how to reframe a negotiation around a new position and how to help clients recognize when it is time to offer concessions.

Negotiations: Managing Difficult Situations
This course focuses on strategies and tactics to diffuse difficult situations early in a negotiation process by starting with effective communication.

Navigating the Social Media Maze
Develop a social media strategy to set goals, target your interactions, maintain consistent engagement and assess the impact of your efforts.
Professional Photos Through Bracketing
Learn the basics of bracketing, a technique that yields photos that are virtually indistinguishable from those taken by professionals.

Property Management Essentials
Learn a blueprint for starting a career as a property manager and gain critical information that will help you build a successful business in the world of property management.

Running Your Business in the Cloud
Boost your productivity and profitability by learning how to stream your business using cloud services with the help of subject matter experts.

Scripts and Dialogues: Find Your Voice
In this course you learn effective scripts and dialogues to help you find the next level of authentic success.

Smart Home Technologies for the Residential Specialist*
Learn what’s considered a Smart Home, common Smart Home devices, features and functions, and how to recognize their benefits and value.
*This course can be taken individually or as part of the RRC Smart Home Certification program.

Strategies to Finance and Grow Your Real Estate Business
Learn how to finance your real estate business and gain ideas for long-term growth.

Systems for Agent Safety
Discover strategies and resources to develop and implement safety policies and programs to help keep you safe.

Top of Mind Awareness
Learn strategies and gain resources to become the first agent customers consider when it is time to buy or sell a property.

Video Marketing to Enhance Your Business
Learn strategies for using video to connect with consumers in fast-paced, digital environments and tips for grabbing their attention instantly.

Working with Real Estate Investors – NEW
Real estate investors have unique objectives and expectations, and the savvy REALTOR® can build a powerful, loyal niche business by understanding those objectives and exceeding their clients’ expectations. This introductory course provides strategies and tools needed to attract and maintain investor business relationships.
RRC Now Podcast

RRC Now is a new monthly subscription podcast for newer REALTORS®. These episodes feature RRC’s world-class education, in a convenient on-the-go format! Each month, our presenters bring you tips, insight, and information for your real estate business.

Price $9.99/mo.

Subscribe at rrcnow.libsyn.com.

Webinars

Webinars – Live and On Demand

RRC webinars cover what you need to know about timely and relevant real estate topics in a short, convenient online format. Up to four live webinars are delivered each month, and they are all recorded for on-demand access. Our on-demand library has over 300 webinar titles, with more added every week. RRC webinars (recorded or live) can earn one to two credits toward the Designation Maintenance Requirement.

Visit CRS.com/education-catalog for the current schedule of webinar topics and presenters, more information and pricing.

Special Webinar Bundles

Get access to all 2020 past and upcoming webinars! Over 60 new webinar titles featuring the best of the best in one convenient package. Purchase the bundle today to easily access the latest tips, strategies, and tools to help grow your business!

Use code: EXCEL2020 and save $325.
Sell-a-bration® Annual Conference

Our annual conference, Sell-a-bration®, is the only event in the industry that is specifically for CRS Designees, candidates, and those interested in improving their business through world-class education and networking. This annual event attracts more than one thousand top-producing REALTORS® who are seeking to improve their business and increase their referral networks. You’ll leave the event with new connections, innovative ideas and fresh strategies that will have an immediate impact on your business.

For more details and registration information, visit CRS.com/sell-a-bration.

CRS Week: Save the Date!

September 21-25, 2020

During this week, the Council hosts free webinars and events, and offers complimentary educational materials to both members and non-members. CRS Designees may also satisfy their annual Designation Maintenance Requirement by listening to the many complimentary webinars offered during this time.

Visit CRS.com/attend/crs-week for more information.

CRS Elite Pro Summit

Going Virtual

Join fellow CRSs for this Fall for a special event, where best of the best learn from each other. The 5th annual event will be like no other! Participants will discuss and share the latest effective Marketing Strategies, Business Development Tools, and Referral Campaigns that are setting CRS’s apart.

Limited to CRS Designees only and counts towards the CRS Education Maintenance requirement!
RRC Certification Programs

Getting certified on specialized skill sets shows you’ve dedicated the time and effort to master competencies in better-assisting clients. Distinguish yourself with three professional certifications from the Residential Real Estate Council.

Digital Marketing: Social Media Certification

The Digital Marketing: Social Media Certification program is designed for real estate professionals who want to develop expertise with social media resources and distinguish themselves with clients. Social media is an essential part of today's digital marketing mix whether you are promoting your business or the properties you represent.

Smart Home Certification

The Smart Home Certification demonstrates to buyers and sellers that you dedicated your time and developed the expertise about the technology and privacy issues uniquely associated with a smart home sale. The certification shows you have practices in place to help foster a smooth transaction and helps differentiate you with potential clients.

Residential Listing Certification

Residential Listings Certification program shows REALTORS® and your clients your mastery in the art of listing residential properties. The courses in the program provide strategies, tools and more to help agents enhance and differentiate their listings systematically while also providing approaches to help you move listings.

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To learn more about these certifications, to register or to receive more information about new certifications in development, visit CRS.com/learn/certifications
Benefits of Licensing a Course

**Value**
The Council is a recognized leader in delivering practical residential real estate education featuring professional techniques, systems, and real-world expertise that agents can immediately implement into their day-to-day business.

**Profit**
Licensing RRC content allows non-dues generated revenue for your organization (as you set the tuition best suited for your budget), as well as being the source for high-quality real estate education for agents in your area.

**Engage**
RRC Education offers interactive, collaborative education that compliments your curriculum and draws participants in at a deeper level.

CRS Designation Maintenance Requirement

CRS Designees are among the best and brightest REALTORS®. To be on top, they must participate in RRC Education annually. A CRS Designee must satisfy a minimum of two credits of continuing RRC Education to maintain their designation via RRC courses, electives, webinars, educational events or pre-approved local networking group sessions. To learn more, visit [CRS.com/designation](http://CRS.com/designation).