

FOCUSING ON YOUR SUCCESS



RRC EDUCATION • 2021

Live Courses	pp.3-7
eLearning Courses	pp.7-10
RRC Now Podcast	p.11
Webinars	p.11
Sound Bites Subscription	p.11
Events	p.12
RRC Certification Programs	p.13

CURRENT EDUCATION

Live Courses



RRC's live courses are delivered in-person or virtually by certified RRC 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 between four 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.

■ 4 Credit Hour Courses

Calming the Jitters: Working with First Time Home Buyers – *COMING SOON*

The last quarter of 2020 saw more first-time homebuyers than ever before, and home sales at their highest point since 2006. With more and more younger clients looking for their first homes, it's time to start thinking about how you can work with clients who are tech-savvy, fast-thinking, and part of the fastest-growing segment of homeowners in America.

Leads & Listings: Become a Power Lister – *NEW*

Securing a listing can prove to be a tough task, even for the most experienced agents. Sellers often enter the process with preconceived notions on how listings work, and agents must come prepared to listing appointments and be able to navigate difficult conversations.

Pricing is Paramount – *NEW*

As REALTORS®, one of the most important skills to acquire is how to accurately price your listing. To be successful, you will need to make sure you are able to communicate with the seller on a level that will allow them to grasp the complexities of pricing so that they feel confident in their choices, and you as their representative.

Professionalism as a Solution – *NEW*

In an ever-changing real estate environment, one constant remains clear: REALTORS® adhere to a Code of Ethics that defines their professional conduct as facilitators of a real estate purchase. This highly interactive workshop serves to brush up a student's ethics knowledge, allowing them to role-play various ethical situations as well as discuss, with their peers, what it means to be a professional REALTOR®.

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.



■ 8 Credit Hour Courses

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.

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.

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.

CRS Boot Camp*

An intensive one-day course designed to help newer agents get off to a strong start with a solid foundation in marketing, sales, technology, and planning which will help you hit and exceed your goals.

**Also offered virtually.*

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: Build Your Client Relationships By Branding Your Business Across all Platforms – **COMING SOON**

Having a solid and recognizable brand sets you apart for your competition, and creating that brand doesn't need to be a daunting task! Whether you're a new agent looking to strike out on your own, or an experienced one looking for a refresh, learn tips and tricks to bring your branding to new heights. With a hot market and more agents joining the ranks than ever before, now is the perfect time to rethink your marketing approaches.

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.



■ 8 Credit Hour Courses *(CONTINUED)*

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

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.

Mobile Tech for the Mobile Agent – *COMING SOON*

In an increasingly digital world, navigating the real estate transaction virtually is more important than ever before. From showings in virtual reality to digital closings, this course will cover everything you need to know about being a world-class mobile agent.

Next Level Negotiations – *NEW*

Have you ever felt like you could have done a better job negotiating? Have you ever felt like the other agent knew so much more than you? Have you ever been disappointed that you didn't have the right response for a comment during a negotiation? If you answered yes to any of these, join us for Next Level Negotiations.

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.

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.



■ 8 Credit Hour Courses (CONTINUED)

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

Streamline 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.

**There are three stand-alone booking options for this course: 1) full day option; 2) half day option 1, which covers chapters 1 & 2; and 3) half day option 2 which covers chapters 3 & 4.*

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.

Live Courses



■ 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.

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](https://www.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 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 - *NEW*

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!

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.



■ eLearning 2 Credit Courses *(CONTINUED)*

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

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.

Maximizing Your Team with Inside Sales Agents - *COMING SOON*

Are you interested in taking your business to the next level? Inside Sales Agents (ISAs) may be the key to unlocking up to five times more income for your real estate teams than just relying on your standard sphere of influence. In this eLearning, you're learn if partnering with an ISA is right for you, as well as how to work with your ISAs to maximize your potential.

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.



■ eLearning 2 Credit Courses *(CONTINUED)*

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.

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

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 400 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 2021 past and upcoming webinars! Over 100 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: **EXCEL2021** and save **21%** off the current list price.

Events



■ Sell-a-bration® Re-Connect | *Live* August 17-18, 2021

Sell-a-bration®, is a marquee industry event where the top producing agents come together to share and improve their business through world-class education and networking. This year Sell-a-bration Re-Connect will be hosted safely in Lake Tahoe. You'll leave the event with rekindling relationships, making new connections, seeing innovative ideas and gaining fresh strategies that will help you make an immediate positive impact on your business.



Harrah's Lake Tahoe & Harvey's Lake Tahoe
Lake Tahoe, CA

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

■ CRS Designation Awareness Week September 20-24, 2021

During this week, the Council and CRS Designees bring awareness to the value of the CRS Designation. Through premier education, local networking opportunities, and recruitment campaigns - the week is full of opportunities to promote all of the benefits that come with being a CRS.



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

■ RRC Investor Summit October 2021

See how real estate investment properties are prepared, analyzed, and presented to investors. Learn how to determine after-tax annual rate returns and more to help your investors compare real estate investments with other investment types.



■ CRS Elite Pro Summit November 10, 2021

Join fellow CRSs this Fall for a special event, where best of the best learn from each other. The 6th 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 Certificate 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 professional certificates from the Residential Real Estate Council.

5 RRC
CERTIFICATES
YOU CAN EARN

SMART
HOME CERTIFICATION

POWER UP YOUR TECH KNOWLEDGE

RESIDENTIAL LISTING
CERTIFICATE

MASTER THE ART OF LISTINGS

DIGITAL MARKETING:
SOCIAL MEDIA
CERTIFICATION

MAKE SOCIAL MEDIA WORK FOR YOU

LUXURY HOMES
CERTIFICATION

EXCEL IN THE LUXURY NICHE

NEGOTIATIONS
CERTIFICATE

BECOME AN EXPERT NEGOTIATOR

COMING SOON

REAL ESTATE INVESTING
CERTIFICATE

DIVERSIFY YOUR FINANCIAL PORTFOLIO

INSIDE SALES AGENT
CERTIFICATE

ALLOW YOUR BUSINESS TO BLOOM

To learn more about these certifications, please visit [CRS.com/learn/certificates](https://www.crs.com/learn/certificates)

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](https://www.crs.com/designation).



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