

# CRS

THE CERTIFIED RESIDENTIAL SPECIALIST®

# GUIDELINES

For Use and Promotion of the CRS Designation



Certified  
Residential Specialist  

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The Proven Path To Success

## Earning the CRS Designation

Active members may apply for the Designation after completing all Certified Residential Specialist (CRS) Designation requirements. After the Council has processed your Designation application and reviewed the necessary documentation, you will receive a "New Designee Kit." This kit includes a press release, your CRS pin, and other items you may use to promote yourself. After you receive the kit, you are free to promote yourself as a CRS Designee.

### Things to Remember About Promoting Membership and the Designation

The Residential Real Estate Council has two member categories for individuals. Members of the Council who do not hold the CRS Designation are referred to as CRS candidates or RRC members. We ask that you:

- Promote the Council courses you have taken. When the courses are being featured in writing, include the title and course description, and mention that they are part of the requirements for the CRS Designation.
- Explain that you are a member of the Council of Residential Specialists, which is an affiliate of the National Association of REALTORS® and was founded to assist REALTORS® who specialize in residential sales.
- Candidates may promote themselves as members of RRC or CRS candidates. But they may not use the CRS shield logos on any materials until after they have received the CRS Designation

The term "Designee" can be used once you have received written notification from the Council that you have been awarded the CRS Designation. Completing all the requirements for the CRS Designation does not automatically confer the title.

When mentioning the CRS Designation to potential clients, try to feature some of the reasons to work with a CRS. CRS Designees possess:

- A high level of professional experience and sales
- The highest standard of professional ethics

- Specific experience in managing residential transactions
- Strong technical abilities to meet the demands of today's market

When discussing RRC membership with your peers, you might emphasize the requirements and benefits of achieving the CRS Designation, which include:

- Access to timely, specific education taught by industry leaders
- The nationwide referral system via print and online directories
- Access to the Qualified Consumer Leads program
- Sales and Marketing Support

Please remember that in order to maintain CRS-Designated status, you must continue to hold membership in the Residential Real Estate Council and the National Association of REALTORS®.

If membership is cancelled, or interrupted as a result of non-payment of dues, the privilege of using the CRS Designation is withdrawn.

## Using the CRS Designation

The Certified Residential Specialist is a registered trademark of the Residential Real Estate Council. All certificates, plaques, emblems, and other evidence of designation are the permanent property of the Council. Only members who have been awarded the designation and are in good standing with the Council may use them.

### Promoting the CRS Designation

There are two ways you may use the Designation:

1. You may use the CRS letters behind your name
2. You may use the CRS emblem any time your name goes before the public (i.e., in ads, newspaper articles, listings, on business cards, etc.)

When using the CRS Designation initials with other designations, simply place them in alphabetical order.

Example: Joe Smith, ABR, CCIM, CRS, GRI



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# Using the Official Emblem

The Certified Residential Specialist (CRS) emblem consists of the CRS initials printed on a shield and the words "Certified Residential Specialist" printed within the box below the shield.

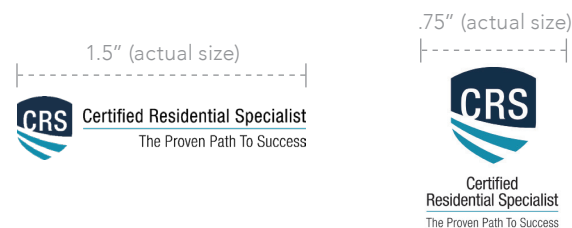
In some instances, it may be appropriate to use only the shield shape with the CRS Designation initials. If you are unsure about using only the shield, please forward a copy of your planned materials to Customer Services for feedback.

## Proper Colors and Shading

- The emblem may be used in its full-color format or in black and white.
- If the emblem is being printed onto a dark background, the emblem may be reversed (black on white).
- The logo may not be screened-it may not be lightened and/or used as a background for other text or graphics.

## Size

The CRS logo should always be legible. The minimum width of the horizontal logo is 1.5 inches across. The minimum width of the vertical logo is .75 inches across.



The CRS logo should always have ample room to breathe. The minimum distance between the logo and other graphic elements is indicated by the outside dotted line. Nothing should be within .25 inches of the logo on all four sides.



## Use on Stationery and Business Cards

The emblem may be used on individual or corporate stationery. If used on corporate stationery, the statement "Individual Member" or "Individual Members" must appear beneath the emblem to indicate that the Designation is connected with an individual or individuals, and not with a firm or partnership.

Placement of the emblem is at your discretion provided that it is readable and not overwritten with other text or graphics.

Letterhead Example



Business Card Example



## Use on Promotional Items

The CRS shield may appear on promotional items intended for personal use as long as there is no implication that the individual is a CRS Designee. Approved examples include luggage tags, pencils, mugs, T-shirts, etc.

If the CRS shield is used on stationery, business cards, web pages, or other printed materials with a list of names, all persons must be CRS Designees. The Council and State RRCs are exempt from this rule.

The letters "CRS" must be attached to individual names if not all members of a team are CRS Designees.

Correct: Joe Smith, CRS and Mary Smith  
Incorrect: Joe and Mary Smith, CRS

If all team members are CRS Designees, the letters "CRS" may follow the last name listed.

Correct: Jack and Jane Doe, CRS  
Incorrect: Jack Doe, CRS and Jane Doe, CRS

## Use on Digital Media

Designated members of the Residential Real Estate Council may use the CRS Designation in their domain name. We ask that you follow the following guidelines.

1. The CRS, whether used as part of a domain name or in some other fashion must refer to specific members holding the CRS Designation.

Example: Correct: JohnDoeCRS.com OR JohnandSusanDoeCRS.com  
Incorrect: DoeRealtorsCRS.com

2. The CRS may not be used with descriptive words or phrases.

Example: Incorrect: Bestcrs.com, numberone-crs.com, chicagocrs.com or crsproperties.com

3. The public has adopted the use of all lower case letters when writing domain names, even those containing trademarks. Therefore, for purposes of domain names and internet addresses only, there is an exception to the rule on capitalization of the CRS and it may appear in lower case letters.

4. Whether you use traditional print media or the internet, it is essential to use the CRS marks in accordance with the rules and guidelines of the Residential Real Estate Council. The CRS marks should only be used to denote the awarding of the Certified

Residential Specialist Designation in the Certified Residential Specialist Designation.

If a member is terminated or suspended for any reason, the member shall immediately cease the use or display of the CRS Designation, trademark, emblem in every manner whatsoever including all use on correspondence, business cards, qualification pages, resumes, advertisements, and Internet Web sites.

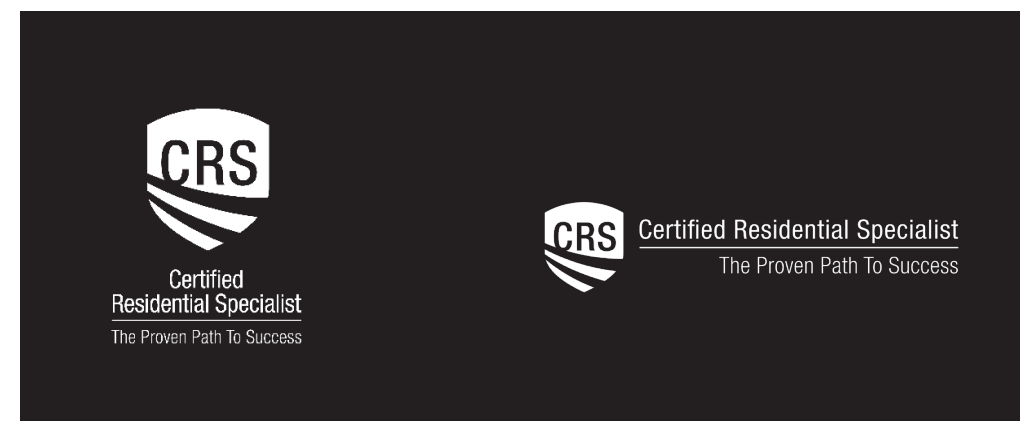
## Using the Logos

The Pantone colors used in the logo are as follows:

Navy Blue: PMS 533 C  
Aqua Blue: PMS 632 C

Digital copies of both the full color and black and white versions of the logo may be downloaded from [www.crs.com](http://www.crs.com).

If you have any questions regarding the use of the CRS Designation, please contact Customer Service at 800.462.8841 or email [crshelp@crs.com](mailto:crshelp@crs.com).



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