



Get Serious. Get a CRS.

Here are the highlights from the
2007 Council membership survey:

- CRS Designees earn a median income of \$110,000 annually, nearly 3 times the \$37,300 median income of REALTORS® serving as sales associates. *(Source: 2007 NAR Member Profile)*
- CRS Designees average a total of 26 transactions per year with gross sales of \$4 million annually.
- CRS Designees represent the seller an average of 12 times per year.
- CRS Designees represent the buyer an average of 14 times per year.
- CRS Designees have worked in residential real estate an average of 16 years.
- CRS Designees are an average of 55 years old.
- Some 67 percent of CRS Designees are women while men make up 33 percent of the membership.
- Some 57 percent of CRS Designees work for large franchise companies versus 43 percent affiliated with independent companies.



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RALEIGH REGIONAL
Association of REALTORS®

CRS 210

Building an Exceptional Customer Service Referral Business



Register Now!

September 17 & 18, 2009

8:30am-5:00pm

\$300

Instructor: Mark Given

111 Realtors Way Cary, NC 27513

Phone: 919.654.5400

Register Online at: www.RRAR.com



Certified Residential Specialist



CRS 210

Building an Exceptional Customer Service Referral Business

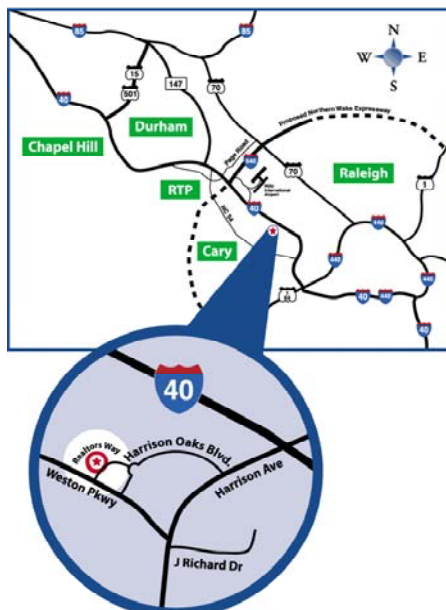
Building an Exceptional Customer Service Referral Business is a highly interactive course designed to deliver all the essentials for refocusing the student's business plan to a customer service centered, repeat and referral business. The information provided will help identify the expectations of the "new consumer", the "new behaviors" necessary to meet those expectations and specific systems to make the agent's business more productive, more profitable and more enjoyable.

Course Content:

- Attracting a higher caliber client
- Meeting the expectations of the "new consumer"
- Dialogues and strategies for building a referral database
- Delivery systems to generate a successful referral business

Course Topics:

- Customer Service
- Referrals



Course Location

Class is held at the Raleigh Regional Association of REALTORS® (Off Weston Parkway, behind Sam's Club)

Check-in begins 60 minutes prior to class time. If you arrive late or are absent during any of the instruction, you may be DENIED CREDIT for the course!

Cancellation fee of \$50, or entire tuition is forfeited if written notification is not received prior to August 15, 2009.

To Register

Please mail or fax this completed form with total payment to:

Cara Mottershead

Register online at www.rrar.com

Raleigh Regional Association of REALTORS®

111 Realtors Way Cary, North Carolina 27513

Phone: 919.654.5400 Fax: 919.654.5401

\$300

Name: _____

Company: _____

Address: _____

City: _____ State: _____ Zip: _____

Phone: _____ Email: _____

License Number _____

This course is NOT approved for CE credit in NC.

Please circle preferred method of Payment:

Check Visa MasterCard Amex

Account Number: _____

Exp. Date: _____

Signature: _____

_____ *Please check here if you have a disability which will require special services at the course and attach a description of your needs.*