

Today's real estate market is faster, more complex and more competitive than ever before.

Homebuyers shop online. Offers arrive on mobile devices. Online mortgage companies make it possible to obtain pre-approved financing on the spot. Buyers view homes inside and out without leaving their chair through virtual reality.

In this environment, you need more than just an agent, you need a professional with unique training and know-how to create opportunities, identify potential issues up-front and make your home buying or selling experience an unqualified success. You need a Certified Residential Specialist

## What is a Certified Residential Specialist?



A Certified Residential Specialist (CRS) is a REALTOR® who has completed advanced professional training and demonstrated outstanding professional achievement in residential real estate.

CRS agents are among the top 3 percent of all real estate agents in the U.S. They have more experience, education and training than the average REALTOR® and are members of a community of agents dedicated to improving the real estate industry for homebuyers and sellers everywhere.

## Not all real estate agents are the same.

There are millions in the market today and their experience and dedication to their profession and clients can vary widely.

Buying or selling your home is one of the biggest and most important decisions you'll make in your lifetime.



You need someone you can trust by your side, who is looking out for your best interests and is willing to put all their knowledge and experience to work for you. You need the best.

## 5 Benefits of working with a CRS agent

To become a CRS, REALTORS® must meet a number of stringent requirements that combine advanced hours of education and training, experience and demonstrated success in the marketplace.

A CRS REALTOR® can make the difference between a positive, successful homebuying or selling experience and one that is fraught with problems.

## 1 Assurance that you get the best price and terms

CRS agents have proven experience through logged transactions and more than twice the experience and transactions than the average REALTOR®.



## 2 Guide you through a smoother transaction

CRS REALTORS® are required to have up to 150 transactions and up to 30 additional hours of education beyond what's required of the typical REALTOR®.



CRS agents are invested in their careers, in buying and selling real estate and ensuring their clients' satisfaction.

## 3 Guarantee your peace of mind

A CRS REALTOR® adheres to a strict code of ethics required by the National Association of REALTORS® that binds them to perform in the best interest of their clients at all times.

## 4 Reduce your risk and stress

You benefit because CRS REALTORS® work harder to stay ahead of market conditions, trends and new regulatory developments.

## 5 Agents are there where and when you need one

There are approximately 33,000 REALTORS® who have earned the CRS Designation. Whether you are moving across the street or across the country, we're there to help you.



Tap into a vast network of the most successful REALTORS® across the country

\*Sources: CRS Annual Member & Non-Member Survey, 10/16 NAR Member Profile, 6/16

Get the best price and terms, reduce your time in market, guarantee a trouble free process, get peace of mind.

## A TRUE STANDARD OF EXCELLENCE



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Certified Residential Specialist

### Certified Residential Specialists:

- have proven experience through logged transactions.
- advanced training above and beyond what is required of typical agents.
- continuously improve their skills and stay ahead of market conditions, trends and new regulatory developments.
- have focused expertise on homebuying and selling.
- offer a national network of support.
- adhere to an ethics code required by the National Association of REALTORS®.
- are leaders in their communities.



### About the Council

The Residential Real Estate Council is the largest not-for-profit affiliate of the National Association of REALTORS® (NAR). RRC supports 33,000 REALTOR® members with training and education, events, mentoring and networking opportunities. It awards the CRS Designation to experienced REALTORS® who have completed advanced professional training and demonstrated outstanding achievement in residential real estate.



CRS agents are simply more experienced, more successful and more qualified.



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In this current market, you need more than just a REALTOR®. You need someone who can make your homebuying or selling experience an unqualified success.

**You need me, a Certified Residential Specialist.**

Start your journey today by contacting me.

## YOUR BEST CHOICE IN REAL ESTATE

