

CRS

FOCUSED
SUCCESSFUL
KNOWLEDGEABLE
RESOURCEFUL
NETWORKED
RESPECTED
TRUSTED



WHY YOU SHOULD CHOOSE A

CERTIFIED RESIDENTIAL SPECIALIST

The Answers You Need



Council of
Residential Specialists
The Proven Path To Success



What is a Certified Residential Specialist?

A Certified Residential Specialist is a REALTOR® who has earned certification from the Council of Residential Specialists by completing a rigorous course of advanced training and by meeting significant experience requirements. It's this rare combination that makes a Certified Residential Specialist more than just another real estate agent. It's the ability to make a real difference in the purchase or sale of your home that places them among the best in the business. Discover the difference for yourself. And discover how enjoyable and successful a real estate relationship can be.

Experience and Ethics

A hallmark of the Certified Residential Specialist isn't just the advanced training and education they receive. Just as important is the marketplace expertise they bring to the sale or purchase of your home. To earn the Certified Residential Specialist Designation, every REALTOR® must have significant experience and a number of real estate transactions.

These strict requirements are your assurance that your Certified Residential Specialist is able to apply his or her education in the real world, giving you the knowledgeable, skilled service you expect.

Ethics aren't just important in a REALTOR®. They're essential. That's why every Certified Residential Specialist is required to maintain membership in the NATIONAL ASSOCIATION OF REALTORS® and to abide by its strict Code of Ethics. That means, when you work with a Certified Residential Specialist, you can rest assured you're dealing with a trained real estate expert who will treat you fairly and professionally every step of the way.

A Focus on Home Buying and Selling

Whether you're looking to buy or sell a home, you face many risks along the way—financial risks, legal risks, even the risk that a home purchase or sale will fall through. A Certified Residential Specialist is trained to minimize those risks.

With that in mind, a Certified Residential Specialist is prepared to bring you the benefits of their significant experience and variety of successful real estate transactions. That expertise, combined with advanced education in areas like finance, technology and marketing, lets you know that your Certified Residential Specialist is able to make your home purchase or sale a success in every way.

Technological Expertise

Technology is changing the face of real estate. Computers, the Internet, mobile communications — each has helped make the market more efficient, and at the same time, more daunting. More than ever, the success of your home purchase or sale depends on the ability of your REALTOR® to harness that technology and make it work for you.

For that reason, the training required of your Certified Residential Specialist focuses extensively on technology and its effect on the real estate business. You can count on a Certified Residential Specialist not just to understand technology, but to use it to make your home purchase or sale a worry-free experience.



The Proven Path To Success