

RRC/CRS Membership Benefits and Value Proposition



Pursuing the CRS Designation and joining the Residential Real Estate Council (RRC) is a strategic step for your professional growth. The varied benefits and opportunities that come with earning the CRS and being part of RRC show the true worth of your investment. There may even be perks you haven't explored yet!

 BENEFITS	RRC Member/ CRS Candidate	CRS Designee	 VALUE 
Globally recognized CRS Designation earned and maintained through RRC membership		✓	▶ CRS Designees earn more —over 50% more per year than the average real estate agent
Access to CRS global referral network		✓	▶ CRS Designees sell more — 58% more in gross sales than the average real estate agent ▶ CRS Designees do more —more than twice the number of transactions of the average real estate agent
Find a CRS — Referral Directory		✓	▶ Everywhere you go, the Find a CRS app is with you in the palm of your hand ▶ Online profile listing you control
Listing in CRS print referral directory		✓	▶ In a digital world, you still provide a human touch
Access to marketing tools and referral opportunities		✓	▶ Photofy social content ▶ Find a CRS ads ▶ Print directory ads ▶ “Your Home” newsletter (customize for your clients monthly) ▶ CRS brand guidelines and marketing materials
CRS-eligible volunteer opportunities		✓	▶ RRC representatives on NAR Committees ▶ Regional Vice Presidents ▶ Board of Directors ▶ National Committees ▶ Mastermind Divisions 
Find a CRS — Community	✓	✓	▶ The latest news from RRC and state networks
Weekly email newsletter RRC Connect	✓	✓	▶ The latest news from RRC, upcoming courses and curated media links every Tuesday
Access to diverse global, state and local RRC Networks	✓	✓	▶ More than 40 state networks ▶ 2,000 international members ▶ 6 international networks 
Member rate for Sell-a-Bration®	✓	✓	▶ 20% savings over nonmember rate ▶ Event delivers \$1,500 in value for a registration rate less than half that amount
Complimentary subscription to <i>The Residential Specialist</i> magazine (print and online)	✓	✓	▶ \$29.99 subscription price for 6 issues/year
Complimentary subscription to <i>Inman Select News</i> and discounts to Inman events	✓	✓	▶ \$249 value Inman Select News ▶ \$100 off Inman event registration
Complimentary subscription to “The Bottom Line”	✓	✓	▶ Themed email brief sent every other month with curated content by members, for members 
Discount on CRS education courses (in-person and virtual)	✓	✓	▶ Up to 50% discounts ▶ Coursework to educate and enable better and more profitable outcomes
Discount on professional development including Certifications and Certificates (in-person and virtual)	✓	✓	▶ Up to 50% discounts monthly ▶ Designed to keep pace with current and future trends
No-cost webinar library	✓	✓	▶ \$325 value ▶ 12 new complimentary webinars each year
Savings Center	✓	✓	▶ Save on products and services you use every day ▶ Exclusive discounts on the most recognized brands in your community
Career Center	✓	✓	▶ Online self-assessment tools for you and your team
Mentor Program	✓	✓	▶ Provides enhanced matching and support for successful mentor partnerships