



Leverage Opportunity. Improve Performance.

Team Leaders
Managers
Brokers
Owners



**COUNCIL OF REAL ESTATE
BROKERAGE MANAGERS**

Knowledge Delivered.®

Proven
Strategies.

Compelling
Experiences.

Flexible
Solutions.



These are times of challenge, opportunity and innovation for the real estate profession. How we confront these industry challenges will determine our level of success in the markets we serve.

Real estate firms require individuals who have the ability to create and act upon opportunities that will position them for increased productivity and profits in an ever-changing business environment. This is why the need for skills in the business disciplines of planning, finance, marketing, leadership, and technology have never been greater. To be competitive in today's industry, you need to take advantage of every opportunity for professional growth.

The quality and variety of learning opportunities, resources and services provided by the CRB Council fosters the knowledge and professional competence to give today's REALTOR® a competitive advantage.

The time is now ... accept the challenge!

Learn More. Earn More.

The median gross personal income of a CRB Designee is 57% MORE than their REALTOR® colleagues without the Designation.

Are **You** Ready to Make Up the **Difference**?



Broker/Owner/Manager

2010 NAR Member Profile & 2011 CRB Council Member Survey

CRB Course Curriculum

The CRB curriculum integrates ready-to-implement strategies and real-world examples necessary to pace far ahead of the established status quo. The learning experiences will enable you to further develop and streamline operating practices, market and position your company, implement new technologies and manage your bottom line.

- ◆ Accelerate Training for Managers
- ◆ Analyzing Your Company for Profit
- ◆ The A.R.T. of Recruiting
- ◆ Business Planning for Maximum Results
- ◆ Marketing Strategies that Deliver Results
- ◆ Position Your Business For Profit
- ◆ Real Estate is Risky Business!
- ◆ Sales Leadership that Drives Performance
- ◆ Tech Tools & Tips for a Successful Business
- ◆ Understanding & Leveraging Teams

Course Delivery & Accessibility

NEW! All of the CRB Courses are now delivered through the REBAC Course Delivery System. Courses are licensed by State Associations, Local Boards, Proprietary Schools, and Franchise organizations. This means there will now be more Courses delivered in more locations around the country.

Your Choice!

Live	Virtual	eLearning	eModules
2 Day Courses	Live Instructor Web Based	Online Delivery	Accelerate Manager
Live Classroom Delivery	Multiple 3 Hour Sessions	Narrated & Self Paced	Accelerate Agent
Group Interaction & Networking	Value Added Webinars	Convenient Affordable Access	24 Subscription Based Modules

Blended Learning Opportunities

About the Council

We are a not-for-profit affiliate of the National Association of REALTORS®, and the premier industry organization for brokerage owners and managers. For more than 40 years, the Council has helped real estate brokerage managers and owners adapt to the complex challenges of delivering quality service, streamlining operations, integrating new technology and innovating business strategies. Membership in the CRB Council provides access to tools that reinforce your professional development and sharpen your competitive edge.

What is a CRB?



- ◆ One of the oldest and most respected designations in the industry.
- ◆ Elite group of individuals – only 3% of all REALTORS® have met the requirements.
- ◆ CRB Designees are proven leaders and are among the most effective, efficient & profitable in the industry.
- ◆ Exemplifies the highest level of professional achievement in real estate brokerage management.
- ◆ Since 1968, the Council has awarded this prestigious designation only to REALTORS® who have met specific requirements & completed advanced professional training.

Quick Facts

- ◆ You do not need a broker's license to earn the CRB Designation.
- ◆ Coursework can be completed through a variety of blended-learning options.
- ◆ Managing a team, personal assistant or office for at least one (1) year meets the management experience required for Designation.



Core Requirements

1. Obtain or hold active membership in the National Association of REALTORS® as a REALTOR® or REALTOR-Associate®.
2. Have at least one year of management experience prior to designation (may be obtained while a Candidate). For a complete description of qualifying management experience, visit: www.CRB.com and click on the "Earn Your CRB" tab on the home page and then click "CRB Designation Rules & Regulations" on the right side of the page.
3. Submit a management resume outlining your experience. (A sample resume template can also be found on www.CRB.com in the same section described above.)
4. Earn twelve (12) Credits.
5. Complete and submit the Candidate Application and Credit Calculator Form.

Credit Calculator (12 Credits are required to earn the CRB Designation)

Complete this form and return with the Application on the reverse side.

Or, complete and enroll online at: www.crb.com/membership/join/default.aspx

Step A: Management Experience		(choose only one)
Traditional Program	*1-5 years	<input type="radio"/> 1 Credit
Fast-Track Program	6 + years	<input type="radio"/> 4 Credits
Step A Subtotal		<input type="radio"/> 1 Credit or <input type="radio"/> 4 Credits

**You can earn the required one year "management experience" while enrolled as a Candidate.*

Step B: Earned Credits (A maximum of two (2) credits may be applied.)		
1. 10 + years of Management Experience	<input type="radio"/> 2 Credits	
2. Approved Elective Credit Courses <i>View list: www.CRB.com/membership/join/elective_credits.aspx</i>	<input type="radio"/> 1 Credit (1 Course) <input type="radio"/> 2 Credits (2+ Courses)	
3. Degree Earned: <input type="radio"/> Bachelors <input type="radio"/> Masters <input type="radio"/> PhD	<input type="radio"/> 1 Credit	
4. Approved NAR Certifications/Designations <input type="radio"/> ABR <input type="radio"/> ABRM <input type="radio"/> ALC <input type="radio"/> ARM <input type="radio"/> CCIM <input type="radio"/> CIPS <input type="radio"/> CPM <input type="radio"/> CRE <input type="radio"/> CRS <input type="radio"/> PMN <input type="radio"/> SIOR <input type="radio"/> SRES	<input type="radio"/> 1 Credit (1) <input type="radio"/> 2 Credits (2+)	
Step B Subtotal		<input type="radio"/> 1 Credit or <input type="radio"/> 2 Credits
Step A & B Total		_____ Credit(s)
Subtract the above total from 12 These credits must be earned by taking CRB Courses.		_____ Credits to earn

About the CRB Designation The CRB Designation Program requires Candidate membership in the Council of Real Estate Brokerage Managers. All members are required to maintain active REALTOR® or REALTOR-ASSOCIATE® membership in the National Association of REALTORS®.

There are no exceptions to these requirements.

Candidate Application



Complete the Application and return with the Credit Calculator form on the reverse side.
Or, complete and enroll online at: www.CRB.com/membership/join/default.aspx

NRDS I.D. # (required)

Email Address

First Name

Last Name

Company Name

Company Address

City

State

Zip

Office Phone

Office Fax

Home Address

City

State

Zip

Home Phone

Candidate Pledge

I hereby verify that all information provided on this application and in my management resume is accurate to the best of my knowledge. I acknowledge that I have read, understand and agree, if accepted, to abide by the CRB Designation Program Requirements. As a Candidate, I understand that I cannot use the CRB Designation until it is awarded to me upon completion of all Program Requirements, and that such misuse will be cause for summary termination of membership. I understand that if I fail to complete the Requirements within the specified time frame, I will be dropped from the Program and must apply for reinstatement. Upon reinstatement, I understand that I will be subject to the Program Requirements in effect at the time of my reinstatement. I also understand that once I am awarded the CRB Designation, I must maintain Designee membership status in the Council in order to continue to hold and display the CRB Designation.

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Applicant Signature (required)

Date

Annual Membership Fee: **\$210**

Candidate Application (one-time fee): **\$150**

Total Amount Due: **\$360**

\$260 Special Discount (SAVE \$100)

Method of payment:

Check payable in U.S. Funds to: CRB Council VISA MasterCard American Express

Card Number _____ Exp Date _____

Name as it appears on Card _____

Signature _____

Council of Real Estate Brokerage Managers (CRB) dues are not deductible as a charitable contribution for federal tax purposes, but may be deductible as a business expense.

Mail to: 430 N. Michigan Avenue • Chicago, IL 60611

Fax to: 312.329.8882 • **Online:** www.CRB.com • **E-mail:** info@crb.com • **Questions:** 800.621.8738



Member Resources



Need a more flexible and results-driven training option? Tap into our NEW leading-edge programs for agents and managers.



Key leadership tips delivered in 3-minutes by video!

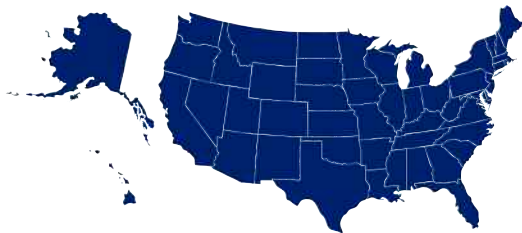


The CRB Council's curriculum delivers the knowledge and resources you need to excel.

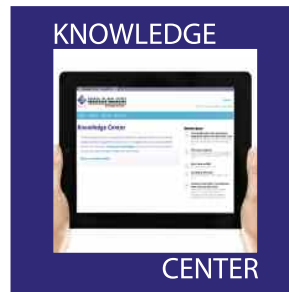
Learning Opportunities



Hot topics... Latest trends ...



CRB Chapters Your local connection



Searchable information when you need it!



Digital Subscription

Real Estate Business Magazine

Visit www.CRB.com

to learn more about the resources and services available to members.



**COUNCIL OF REAL ESTATE
BROKERAGE MANAGERS**

430 North Michigan Avenue
Chicago, IL 60611

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Standard
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Permit No.1200

Route to
Team Leader
Manager
Broker
Owner



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