

COURSE LICENSING PROGRAM



Proven Strategies.
Compelling Experiences.
Flexible Solutions.

Learn More. Earn More.

The median gross personal income of a CRB Designee is **\$121,822 – 57% MORE** than their REALTOR® colleagues without the Designation.

(Source: 2010 NAR Member Profile and 2011 CRB Council Member Profile)



COUNCIL OF REAL ESTATE
BROKERAGE MANAGERS

Knowledge Delivered.®

NEW
LOWER
PRICE!

\$100

(per student royalty fee)

For more than 40 years, the Council of Real Estate Brokerage Managers has been enhancing the productivity and profitability of brokers, owners, managers, and team leaders. We provide the tools and strategies to leverage opportunity and improve performance.

TWO-DAY COURSE MENU

Technology Management: Develop & Deploy an Effective Strategy for Your Office

Attendees will build a comprehensive technology strategy for their company based upon sound principles of investment, deployment, training, and management tailored to their particular company goals and marketplace.

Analyzing Your Company for Profit

This course uses case studies of current real estate brokerage companies for practical understanding of the relationship between Gross Commission Income, Variable Expenses, Fixed Expenses, and Profit.

Brokerage Liability: Develop a Comprehensive Risk Management Plan

Attendees will gain valuable insight as to what types of liabilities are found in everyday transactions and company operations, and will develop a risk management strategy filled with the best practices of other brokerages.

The A.R.T. of Recruiting: Attract & Retain Talent

This hands-on, interactive two-day recruiter's workshop will strengthen and develop the skills of any person responsible for recruiting sales associates. Whether new or seasoned, the attendee will walk through the steps of creating the company's Recruiting Action Plan.

Managing & Leading Teams

Attendees will learn effective strategies and techniques to help organize, develop and manage teams. This program provides a methodology for offices to transition to using teams effectively and helping leaders excel in a team environment.

Business Management: Develop & Execute a Comprehensive Plan

Attendees will examine a variety of business models, evaluate the impact of internal and external influences and develop a business plan to meet the requirements of the new business environment.

Marketing Management: Attract & Keep Customers for Life

Attendees will explore marketing concepts, real world examples and develop a customized, market-specific plan.

Performance Leadership: Attract, Develop & Keep Successful Sales Associates

Attendees will learn management and leadership techniques needed to develop an effective sales leadership plan.

Financial Planning & Management

Attendees will learn critical decision-making tools needed to increase profits, offer top-notch services, set financial objectives, and achieve superior performance.

To find out more about why and how to License a CRB Course, visit our website at www.crb.com/education/license or contact us!

Your personal contact is:

**Schedule
Now -
Don't Delay!**

(The new, lower per attendee royalty fee of \$100 will apply to any course booked and held by December 31, 2011.)



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