



Council of Residential Specialists

Ready to better serve your clients using today's technology? CRS has developed the online course, *Putting Technology to Work for Your Clients!* Created specifically for real estate agents like you, this interactive course provides straightforward tips, strategies, and tools to help you use technology to accelerate your business and deliver exceptional service to today's Internet-savvy clients.

Print and read this course syllabus to get an overview of how this course works and what you will learn.

Putting Technology to Work for Your Clients Course Syllabus

Technology Requirements: Windows computer running Internet Explorer browsers versions 5-6. A 56K modem connection speed or better is recommended. To view this course you must turn your Internet "Pop-up Blocker" off. Speakers are needed to listen to audio. Flash 8 is also required. To view all course downloads and activities, Microsoft Office and Adobe's Acrobat Reader plug-in are required.

Time: You have 45 days to complete the six tasks and final exam from the *Putting Technology to Work for Your Clients* course. Your time starts when you purchase the course. The course should take you approximately 7-8 hours to complete.

You can take the course whenever it is convenient for you throughout your 45 days. However, because this is a self-study course, CRS recommends you follow the schedule here for successful completion of this course:

Week 1: "Task 1: Work with Today's Client" and "Task 2: Establish Your Niche" Week 2: "Task 3: Developer an Internet Plan" and "Task 4: Create Marketing Materials" Week 3: "Task 5: Choose Technology Tools" Week 4: "Task 6: Increase Productivity" Week 5: review the course content and take the Course Final Exam Week 6: print and download course materials for future reference

Prerequisites: There are no course prerequisites.

How to Complete the Course: To obtain CRS Designation credit for this course, you must correctly complete all 6 tasks and pass the final course exam with a score of 70% correct or better. A course completion certificate will be made available to you upon your successful completion.

Course Materials: There is no text for this course. However, throughout the course you will have access to various articles and website links on different topics. These articles are not required for you to complete the course. They are optional materials you may want to download and review at a later time.

Course Credit: Upon successful completion of the Council's *Putting Technology to Work for Your Clients*, you will receive 1 course credit toward the CRS Designation.

Course Support: Technical assistance is available Monday through Friday from 8:45 AM to 4:45 PM Central Standard Time via email or phone. 1.800.462.8841
crshelp@crs.com

Instructor assistance for questions about the course content is available via email Monday through Friday at eLearning@crs.com

Course Content: *Putting Technology to Work for Your Clients* is divided into 6 tasks. Outlined here are the task titles and objectives to be accomplished within each task.

Task 1: Work with Today's Client At the end of this task you should be able to:

- Identify changes in the residential real estate industry resulting from technology advancements
- Recognize the changing role of a real estate agent and identify ways for adapting to these changes
- List strategies for working with online consumers and meeting their ongoing needs

Task 2: Establish Your Niche At the end of this task you should be able to:

- Describe the benefits of target marketing in residential real estate
- List strategies for creating an effective personal website
- Recognize how a personal website is an effective way to communicate with and market to a target audience

Task 3: Develop an Internet Plan At the end of this task you should be able to:

- List the components of a successful Internet marketing plan
- Identify the benefits of creating and implementing an Internet marketing plan for both agents and clients
- Select strategies for Internet marketing that help agents achieve their goals

Task 4: Create Marketing Materials At the end of this task you should be able to:

- Use templates to create and customize personal and business real estate marketing materials using Microsoft products
- Recognize key attributes included within different marketing pieces and when to use them in residential real estate
- Learn best practices for quickly customizing and updating real estate marketing materials

Task 5: Choose Technology Tools At the end of this task you should be able to:

- Recognize the latest technology being used in residential real estate
- Identify technology that can increase your business productivity and improve your client service
- Describe questions to ask when you are considering purchasing or upgrading technology

Task 6: Increase Productivity

At the end of this task you should be able to:

- Identify strategies that lead to successful time management
- Determine when to use a virtual assistant and how to get started
- Identify best practices for working with virtual assistants

Course Final Exam: You must correctly complete all 6 tasks before gaining access to the final exam. The Final Course Exam consists of 25 multiple-choice questions covering the technical content from all 6 tasks.

A score of 70% correct or better is required to pass the final exam and receive credit toward CRS designation. You have two attempts to pass the final exam. If you have a score of 70% or higher after the first attempt, you may not take the final exam again to get a better score. If you do not pass the exam on the first attempt, you have one more opportunity. To prepare for the exam, review the technical topics and Self Quiz questions in each topic.

Continuing Education Credit: Check the CRS website for the most up-to-date information on CE available for this course.

Cheating or Misrepresenting Student Identity: Cheating may result in the denial of CRS Designation and continuing education credit, suspension, license revocation, or other penalties. Cheating is defined as allowing someone else other than you, who is registered for this course, to take any part of this course or the final course exam.

Refund Policy: There are no refunds or exchanges given for *Putting Technology to Work for Your Clients*.

Fees: CRS Designees pay \$99, CRS Members pay \$125 and all other students pay \$149.

Course Evaluation: Upon completion of this course you will be asked to provide your comments and feedback. The evaluation will be sent to you in an email.

For more information about the Council of Residential Specialists and CRS Designation, visit www.CRS.com