



In today's competitive business environment, it often takes more than just motivation and initiative to succeed. **A CR Certified Agent** is a way to make yourself stand out to prospective sellers and home buyers as a REALTOR® who really understands how to **WOW** customers and put them as a priority.

As a CR Certified Agent, you gain access to exclusive leads from our CR Certified Agent Network, national advertising and use of our certification seal on all your personal marketing to set you apart from the rest!

The **SOLD** Difference

- S** **SELL** your home for free if you don't love it in the first 90 days.
- O** **ONE** click and we will donate to the charity of your choice.
- L** **LIVE** agent available from 8AM-9PM every day.
- D** **DON'T** get stuck in a long-term contract.

Become a CR Certified Agent

\$100
fee

PER YEAR

1 hour
webinar +

UPFRONT

- Be a full time agent
- Closed 4 transactions with us or another brokerage prior to starting the certification
- Agree to the **SOLD Differences**
- Pass exam with an 80% or better
- Attend ongoing training

Qualify for Leads from the CR Certified Agent Network

 Be
certified

Close 1
CR referral

IN PREVIOUS
MONTH

OR

Attend agent
success meetings

30-MIN
1 PER WEEK

If you have not closed a CR referral in the last month, you will need to attend the weekly national call and the agent success meeting directly after. You will make 3 commitments each week and need to maintain a min. average of 2/3 weekly commitments.



CR Certified Agent Leads & Expectations

One of the biggest advantages of being a CR Certified Agent, is gaining access to CR Certified leads! Receiving valuable leads from inside our network, at **no upfront costs***, will boost your business and produce results!



If you *do not* close 1 CR referral in the previous month, then you must meet the following expectations to stay eligible for CR Certified leads:

- Attend the agent success meeting in the group for CR Certified agents.
- Have all 3 commitments in from last week and complete 2/3 of them.
- Put all 3 commitments in for next week. (2 commitments needs to be about making calls, emails and text) **see below.**
- Make 10 PER Day contacts (50 calls/texts/emails each week (trifecta) in your pond.
- Participate in the morning 8min. accountability call.
- We've partnered with top mortgage and title companies. CR Certified Agents should refer CR certified leads to these awesome vendors to ensure an amazing experience.

* There is a 35% referral fee paid on closed CR Certified leads.

21 Days of Follow-Up

DAYS 1 - 5

Contact lead **one time for the first 5 days** until you get a hold of them.

DAYS 6 - 14

Contact lead **once a week** until you get a hold of them.

DAYS 15 - 21

Contact lead **one time a week** until you get a hold of them.

DAYS 22 - 28

Contact lead **one time a week** until you get a hold of them.

30+ DAYS

Contact lead **one time a month** until you get a hold of them.

Attempt to Make CONTACT

- 1 PHONE CALL
- 2 TEXT MESSAGE
- 3 EMAIL
- 4 VIDEO EMAIL
- 5 SOCIAL MEDIA CHAT
- 6 DIRECT MAIL
- 7 DOOR KNOCK



CR Certified Network Territories

In some areas, CR Certified leads may not be available to you—**YET**. We require 10 full-time CR Certified Agents in any given territory to funnel leads. Also, we must observe that all CR expectations (page 2) are being actively met by the CR Certified Agents for a min. 30 days to approve a new territory.

! New Territories Need:

- 10 full-time CR Certified Agents
- Agents must actively be fulfilling ALL CR Certified expectations (*see page 2*).
- The CR Certified Agent Program will approve new territories after a min. of 30 days to make sure all expectations are being met.



Before you are even start to receive CR Certified leads, we will be coaching you on the skills and habits you need to find viable leads on your own such as:

- Cold calling
- Have all 3 commitments in from last week and complete 2/3 of them.
- Put all 3 commitments in for next week.
(2 commitments needs to be about making calls, emails and text)
- Make 10 PER Day contacts (50 calls/texts/emails each week in your sphere.
- Participate in an 8min. accountability call.

If you're interested in being part of the CR Certified Network,
fill out the application on ChantelRay.com