



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 **ZOLD** Difference

- Z** **ZELL** your home at your convenience.
- O** **ONE** click and we donate to charity.
- L** We have a **LIVE** person to schedule showings from 8am-9pm.
- D** **DON'T** get stuck in a long-term contract.

### Become a CR Certified Agent

<p><b>\$100</b> one-time fee</p> <p>+ MONTHLY</p>	<p><b>1 hour</b> webinar</p> <p>UPFRONT</p>	+	<ul style="list-style-type: none"> <li>• Be a full time agent</li> <li>• Closed 4 transactions with us or another brokerage prior to starting the certification</li> <li>• Agree to the <b>ZOLD Differences</b></li> <li>• Pass exam with an 80% or better</li> <li>• Attend ongoing training</li> </ul>
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### Qualify for Leads from the CR Certified Agent Network

 <p><b>Be</b> certified</p>	<p><b>Close 1</b> CR referral</p> <p>IN PREVIOUS MONTH</p>	OR	<p><b>Attend agent</b> success meetings</p> <p>30-MIN 1 PER WEEK</p>
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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.
- Hold 1 open house per week.
- 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).
- Participate in 2 accountability meetings. Mondays at 12pm and Thursdays at 12pm on Zoom.
- Have a subscription to software such as "ShowingTime"
- 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.

## CR Certified Program Pricing

	ONE-TIME FEE	MONTHLY	LEADS	REFERRAL FEE
OPTION A	\$100	\$1500 GOES TO MARKETING & LEADS	4-6 SELLER LEADS	25%
OPTION B	\$100 10 PEOPLE MIN. FOR EACH TERRITORY	\$100	1 BUYER OR SELLER LEAD	35%

## 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.



## 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

At CanZell we will coach you on the skills and habits you need to find viable leads on your own such as:

- Have commitments in from last week.
- Put in for next week.
- Make 10 contacts PER day.
- Participate in accountability call.