

Get
REALTORS[®]
EXCITED,
ENGAGED and
ENDORSED!



Table of Contents

- 3** No Budget? No Problem!
- 5** Brokerage Campaigns
- 6** Social Media Campaign
- 7** Collaborative Learning Campaign
- 8** Grand Prize Campaign
- 9** Multimedia Campaign

The following pages highlight creative ways Brokerage offices have motivated their agents to start – and complete – the Commitment to Excellence program. We've organized examples by strategy, so you can decide what kinds of things would work best for you. Be inspired, get motivated and have fun!

Don't miss out on your chance to be a part of this award-winning program. Get started today at [C2EX.realtor](https://www.c2ex.realtor).



NO BUDGET? NO PROBLEM!

Don't have a budget for a big campaign or prizes? No worries – we have a variety of items available digitally that can be used to generate awareness and excitement for C2EX. As long as you're helping members get into the program and becoming C2EX Endorsed, you're making a difference and improving the industry!



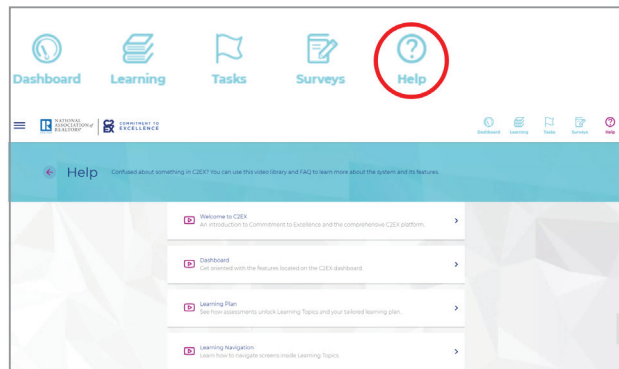
No Budget Resources



Free promotional materials and resources are available for you at NAR.realtor/C2EX. There you'll find:

- **Marketing materials: Flyers, Logos, Digital Banners, Print and Digital Ads, and more!**
- **User Guides and FAQs**
- **Instructions for adding C2EX to mobile devices**
- **Platform Demonstration Webinars**
- **Resources for Managing Brokers: the Application for C2EX Brokerage Endorsement, admin guides and more!**

Looking for help navigating the platform? Visit the Help section of C2EX.realtor where you'll find FAQs and videos to help navigate the Commitment to Excellence platform's Dashboard, Learning pages, Tasks page, and other features. Click the Question Mark icon on the navigation ribbon:



FAQs:

- **How do I complete C2EX?**
Visit C2EX.realtor! Start on the Learning page, complete the Assessments, Learning Topics, then go to the Tasks page and complete the required Tasks to earn your C2EX Endorsement.
- **How long does the program take?**
REALTORS® are reporting 10 hours over the course of 2 weeks.
- **I completed the program. Where can I find my Endorsement materials?**
You can find them on the platform: C2EX.realtor
- **How do I track my members or agents?**
If you are an association staff admin or a Managing Broker admin, visit C2EX.realtor and go to the compressed icon menu (on the left hand side of the screen, it looks like 3 stacked lines). Hit the "admin" button under that menu, and select "reports". Have a look at the "Agency Progress" report. Click the "Download CSV" button to download this report as an excel spreadsheet. People who are at 100% under "Endorsement Progress" are Endorsed.
- Need more guidance? Call **888-299-9669** or email C2EX@nar.realtor



BROKERAGE CAMPAIGNS

Are you looking for great ways to get your agents interested and engaged with C2EX? Get inspired with great ideas like these profiled on the following pages!



Social Media Campaign

Brokerage Campaigns

Front Gate Realty (Ridgeland, MS) : \$800/31 agents

- The 2019 office theme for the year was “Showtime.” Each agent would post their C2EX certificate on their intraoffice social platform, relay what they learned from the program, and challenge others the office to complete it.
- C2EX was discussed in office meetings and on their intraoffice social platform. They challenged their agents to complete it by the end of August.
- At the end of the campaign, **100% of their agents were C2EX Endorsed.** They produced a promotional video to let clients know about their achievement.



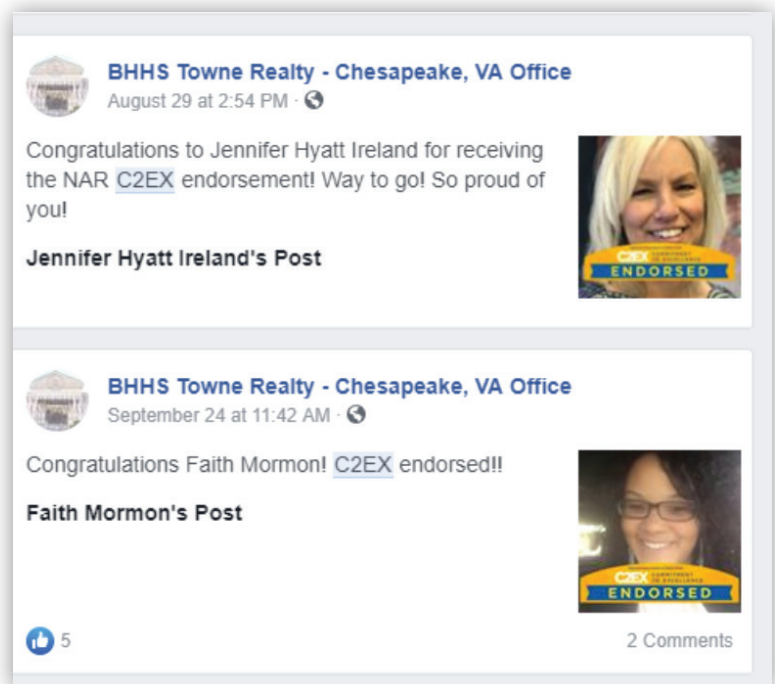


Collaborative Learning Campaign

Brokerage Campaigns

BHHS Towne Realty-Chesapeake Office (Chesapeake, VA): \$300/71 agents

- The theme was “**24kt Goals**” for the Coastal Virginia Real Estate Community of Excellence!
- Targeted two groups of agents in their office: A “Success” group of ten members and an office “Mastermind” group of fifteen members.
- At a kick-off meeting, they introduced C2EX, viewed the C2EX promotional videos, and every agent received a printed C2EX user guide.
- Accountability partners would check in with each other on a weekly basis. They also scheduled group meetings on a monthly basis.
- Agents shared what they had learned in the ten (10) categories, reinforcing their knowledge and skills in real estate.
- Agents used C2EX platform notifications to track progress and root for each other.
- The office gave shoutouts to their Endorsed members on social media:





Grand Prize Winner Campaign

Brokerage Campaigns

Coast to Canyon Real Estate (Mission Viejo, CA): \$2,000/15 agents

- Managing Broker used gift cards to encourage others to participate.
- Agents that completed modules by certain dates were invited to lunch with the Managing Broker.
- The office worked with their local association to promote the program.
- C2EX Endorsed agents received shoutouts on social media.





Multimedia Campaign

Brokerage Campaigns

2019 C3 Challenge Winner – Berkshire Hathaway Home Services Real Estate Professionals (Salem, OR): \$24,000/205 agents

- Had a theme of “**Advancing Excellence**” for their 2019 + team challenge
- Inspired folks to complete the program with “**Don’t Miss the Meeting**” posters in all of their offices, and used a “Horse Race”-themed call on the last three days of the Challenge: *“Willamette Office is ahead by 6 lengths, followed by Salem and Oakmont, neck and neck 4 lengths back, with the strong finisher Roseburg 6 lengths back but starting to close!”*
- Introduced C2EX to the public and recognized their Agents as they became endorsed in news print and social media.
- They are using the \$10,000 to help the public better understand that they benefit from the work of REALTORS® and that the Commitment to Excellence assures them of the REALTORS® commitment to them.

