



COMMITMENT TO  
**EXCELLENCE**  
PROGRAM

---

Specialized  
**TRAINING**

Assessment  
**RECOGNITION**

Professional  
**GROWTH**

Market  
**ADVANTAGE**



NATIONAL  
ASSOCIATION *of*  
REALTORS®

Enhance level of professionalism:

- \*Consumer Perception
- \*Peer Interaction

Empowering REALTORS®:

- \*to Evaluate...
- \*to Enhance...
- \*to Showcase...

...YOUR high level of professionalism



**OWN YOUR PRESENT.**

**EMPOWER OUR FUTURE.**

You can lead the way. Commitment to Excellence is a program for REALTORS® that empowers you to enhance and showcase your high level of professionalism. It gives you an advantage in our highly competitive market, and will help lead the way in improving consumer perception of our industry as a whole.

Be an advocate for the future of our industry. Be committed to excellence. Get started at [C2EX.realtor](https://www.c2ex.realtor) by taking the self-assessment today!



# WHY?



- **Risk Management**
- **Increase Profitability**
- **Agent Retention – Coaching Tool, No Cost**
- **Endorsement from NAR**
- **Personalized Education – Broker Path**



# C2EX COMPETENCIES



**Law**

**Code of Ethics**

**Fair Housing**

**Advocacy**

**Trust & Integrity**

**Reputation**



**Technology**

**Safeguard Privacy**

**Areas of Practice**

**Client Service**

**Broker**





# LEARNING & EXPERIENCES



COMMITMENT TO EXCELLENCE



Dashboard



Learning



Tasks



Surveys



Notifications

## Learning Plan

### Real Estate Law



Being current and knowledgeable about the laws, regulations and legislation affecting the real estate disciplines the REALTOR® engages in, and about real estate in their community generally.



**Policy and Engagement**



**The Laws of Closing**



Feedback

# LEARNING & EXPERIENCES



## Tasks

Manage your C2EX tasks here, or create your own. View your progress towards C2EX Endorsement by visiting [Achievements](#).

CREATE TASK

Filter by Type:

C2EX Required

Filter by Status:

All

Filter by Competency:

Any

- [Attend Local City Council Meetings \(Areas of Practice\)](#) >
- [Participate in a Specialty Committee \(Areas of Practice\)](#) >
- [Complete a Fair Housing Compliance Checklist \(Article 10\)](#) >
- [Create or Update Your Brokerage Policy Manual \(Broker\)](#) >

# LEARNING & EXPERIENCES



## Send Survey

**Recipient's Name \***

Janice Simmons

**Recipient's Email \***

c2ex@realtors.org

**Property Address**

555 Park Street

**Select Survey**


Choose...

Feedback

## Library

 Search by keyword

Or browse by topic:

Select topic... 



[Handbook on Multiple Listing Policy](#)



[Association of Real Estate License Law Offices](#)



[NAR State Issues Tracker](#)



- **Onboarding New Agents** – Listing Presentations, Agency Relationships, Prospecting, Closing Skills, CMA, Disclosure Requirements, Time Management.
- Agent Recruitment & Retention
- Policy Development: Compensation, Technology & Ops
- Conflict Resolution

The logo for C2EX features the letters 'C2EX' in a bold, white, sans-serif font. The '2' is stylized with a heart shape inside it. The 'E' has a yellow arrow pointing to the right, and the 'X' has a yellow arrow pointing to the left. The background is a vibrant yellow with a pattern of overlapping diamond shapes in various shades of yellow and orange.

**C2EX**

**COMMITMENT TO EXCELLENCE**

**LET'S MEET OUR PANEL**

The logo for C2EX features the letters 'C2EX' in a bold, white, sans-serif font. The '2' is stylized with a heart shape inside it. The 'E' has a yellow arrow pointing to the right, and the 'X' has a yellow arrow pointing to the left. The background is a vibrant yellow with a pattern of overlapping diamond shapes in various shades of yellow and orange.

**C2EX**

COMMITMENT TO EXCELLENCE

**INTEGRATE C2EX INTO YOUR BROKERAGE**



COMMITMENT TO EXCELLENCE

**OBJECTIONS FROM BUSY AGENTS**





CULTIVATE . COMMUNICATE . CELEBRATE!

THE  
**C2EX**  
CHALLENGE



NATIONAL  
ASSOCIATION *of*  
REALTORS®



**CULTIVATE:** A highly professional brokerage

**COMMUNICATE:** Purpose & benefits of C2EX

**CELEBRATE:** Their participation and endorsements



- Sign-up: [NAR.realtor/C2EX](https://www.nar.realtor/C2EX)
- \$500 Seed Money
- Campaign is May 1 to September 1, 2019
- Judged on Creativity & Results

**Be Innovative. Be Bold. Do Something Unexpected.**  
**YOU COULD WIN \$10,000**