



WHY

should you
work with a
REALTOR[®] with a
CRS Designation?



Certified Residential Specialist

The Proven Path To Success

A True Real Estate Professional.

- The purchase of a home is one of the most important decisions you'll make in your lifetime. And selling a home in today's market is equally important—you want to get the most out of your investment. To ensure that you're getting the best service and terms, you want a specialist—a residential specialist to handle your transaction. Certified Residential Specialists® understand the complexities of the housing market and how to best position your interests. If you want the best, you want a Certified Residential Specialist®.

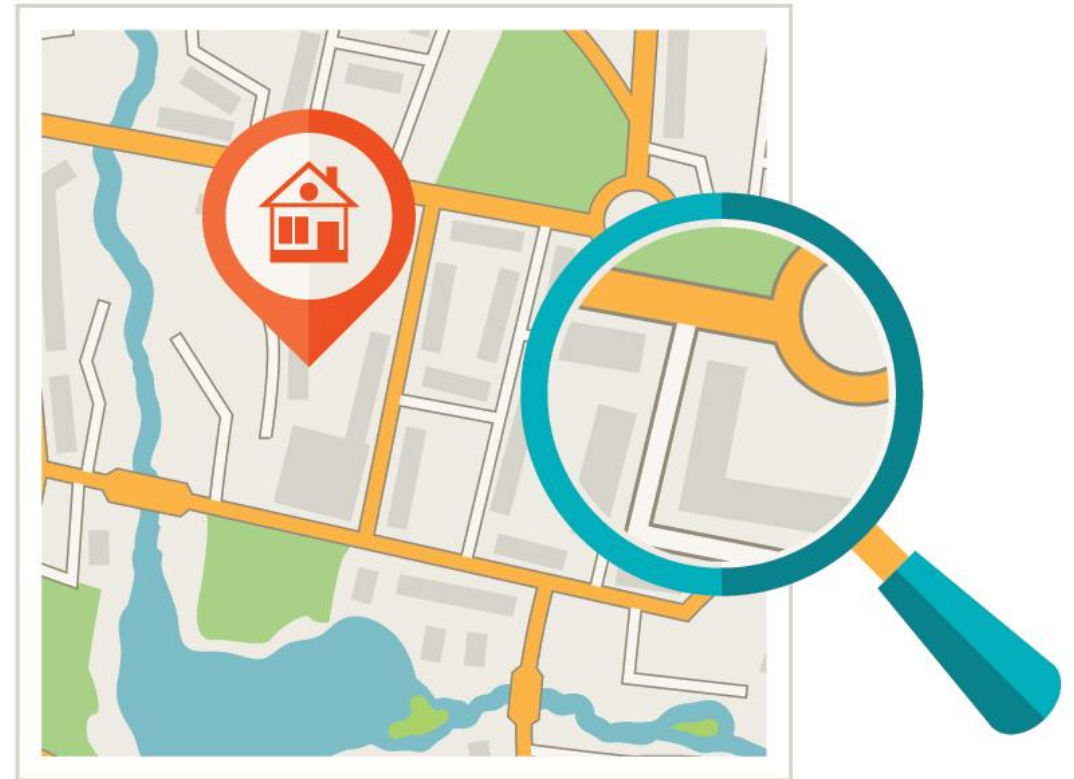


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**Looking for a great REALTOR®?
Choose a Certified Residential Specialist® (CRS).**

- A CRS is a REALTOR® who has earned certification from the Council of Residential Specialists by completing advanced training and by meeting significant experience requirements.
- Working with a CRS will make a real difference in the purchase or sale of your home, since they have been trained to help save you time and money.



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CRSs have the professional experience and advanced training to ensure successful, worry-free real estate transactions.



- Experience

Certified Residential Specialists are REALTORS® that have completed a significant number of real estate transactions and have met requirements for advanced training and education. That means that CRSs are experienced professionals who have a proven track record of successful sales and transactions. Rena Kovach



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Contact a CRS today!

Discover how working with me, a Certified Residential Specialist, can help make your home buying or selling experience an unqualified success.

- Ethics

As REALTORS[®], CRSs abide by a strict Code of Ethics and maintain membership within the National Association of REALTORS[®].

- Negotiation skills

As a home buyer or a seller, you face many risks along the way—financial risks, legal risks, even the risk that a home purchase will fall through. A CRS is trained to minimize those risks and negotiate on your behalf to give you peace of mind throughout your transaction.



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Why choose a Certified Residential Specialist®?

What's the difference between a REALTOR® and a real estate agent?

A REALTOR® is a member of the National Association of REALTORS®, which indicates that they've pledged to uphold the standards of the association and its code of ethics.

What is a CRS?

A Certified Residential Specialist® is a REALTOR® who has earned certification from the Council of Residential Specialists by completing a rigorous course of advanced training and by meeting significant experience requirements.



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Contact a CRS today!

Discover how working with me, a Certified Residential Specialist, can help make your home buying or selling experience a success.



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