

FAQ - First Year of CRS Membership is free for individuals who take a CRS Course in Aug/Sept of 2016

What's the deal?

For any individual who takes a CRS Course in Aug or Sept of 2016 and wants to join CRS, we will waive the \$195 fee for the first year.

Why are we offering this deal?

Many individuals who are interested in CRS Designation wait to join for years before they complete the requirements, and they miss out on all of the benefits of being a CRS member. We want to offer extra motivation for them to join first and complete their designation within the first year, if possible. By encouraging them to join and waiving their first year's dues, we will free up some of their funds to apply toward the additional education they need to complete their Designation. It will also provide them a solid introduction to our member benefits and jumpstart their connections within the CRS Community, and that means they'll be more likely to renew their CRS membership in 2017.

How does it work?

Ambassadors, Instructors and State Leaders will be issued Coupon Codes to distribute during their classes that offer 100% off the first year's dues. Individuals can sign up in 2 ways:

1. **In person, using paper application at a CRS Course or Event** – Individuals can fill out a simple paper form during their class and turn it in to their Instructor, Ambassador or CRS representative. That person will scan the applications and send them digitally to crscommunications@crs.com to process in house.
2. **Online** – Individuals who have attended a course or CRS Event can use the online join form and put in a special code that will allow them to join for free. The code will either be an Ambassador Code or a General CRS promotional code.

How do we track Ambassador Success?

Ambassadors who will be onsite at CRS Courses will be contacting on an individual basis to discuss this promotion. They will be issued a separate Coupon Code to give out at the event.

What do the new Candidate Members get when they join?

Candidate members have access to all the member benefits EXCEPT those restricted to just Designees. They will receive:

- Member Discounts on all CRS Education and Events
- Complimentary Access to over 30 on-demand/recorded CRS Webinars and at least 5 Live Member Benefit Webinars

- Complimentary Inman Select subscription (\$199 value)
- Subscription to *The Residential Specialist Magazine*
- Membership in their State CRS network and local communities
- Access to the new CRS Vendor Marketplace (with valuable members-only discounts on goods and services)
- Customizable tools and marketing materials that generate leads and attract new clients
- New Member Exclusive Discount CRS Sell-a-bration 2017 in Phoenix, AZ on February 9-10

What about previous members who want to reinstate?

We will waive the reinstatement fee of \$50 and prorate the rest of the year's dues, so they can reinstate their membership for only \$65. They will be invoiced for 2017 dues beginning in October. **To receive this special reinstatement deal, individuals must call Michelle Benton in our Membership department at 312-321-4423 and reinstate over the phone.**

What about members who already joined in 2016 but didn't get their first year free?

This is a limited time promotion that we are testing, and we cannot retroactively apply it to our current members. However, we can offer them something else in return, such as complimentary access to a Webinar Series or 2-hour eLearning course. This must be handled on a case-by-case basis, though. So tell them to email crscommunications@crs.com to request it.

Who will be offered this deal?

We are approaching previous SAB attendees from 2016 who are not CRS Members, previous Webinar attendees who are non-members, and we are piloting this approach with attendees at upcoming CRS Courses in August and September.