

# PUT CLIENTS FIRST AND REFERRALS WILL FOLLOW

CRS 210



## Building an Exceptional Customer Service Referral Business



Council of Residential Specialists  
The Proven Path To Success

September 26<sup>th</sup> & 27<sup>th</sup>  
8:30am- 5:00pm

Presented by  
Vail Board of Realtors®

Course location:  
0275 Main Street G004  
Edwards, CO 81632

970-766-1029  
[www.vbr.net](http://www.vbr.net)

Registration Fee:  
\$300 for VBR Members  
\$350 for Non-Members

Great customer service is the key to generating repeat and referral business. Learn to refocus your business model and use new approaches to garner referrals from your existing satisfied clients in a more systematic, structured way.

Upon the successful completion of this course, you will be able to:

- Refocus your business on extraordinary customer service to attract a higher caliber client in a more structured way
- Develop strategies and dialogues for enhancing, sorting and prioritizing a database of local, national and global referral clients
- Identify the expectations of the “new consumer” and the specific behavioral changes required of the “new referral-based agent” to meet those expectations
- Plan specific delivery systems designed to generate an ongoing, successful repeat and referral business

Individuals who take this course will earn 16 CRS Education course credits toward the CRS Designation.

Register at [www.vbr.net](http://www.vbr.net) – classes & events calendar  
for REFERRAL BUSINESS, today!

Please contact Erica Kirk, Education & Marketing Director  
at 970-766-1029 for any questions.

**ABOUT CRS** The Council of Residential Specialists is the largest not-for-profit affiliate of the National Association of REALTORS®. We are a professional network of over 30,000 residential real estate professionals, and we provide the industry's best education, resources and networking opportunities. CRS also awards the Certified Residential Specialist® (CRS) Designation to top-producing REALTORS® who have met specific requirements related to experience, transactions and education.

Receive credit for Vail Pro Designation!



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For more information on other CRS courses or obtaining the CRS Designation, the premier designation for residential real estate professionals, visit [www.crs.com](http://www.crs.com).