



# Building an Exceptional Customer Service Referral Business



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

## Registration:

Class Fee: \$295.00  
 CRS Members: \$250.00  
 Group of 4 or more: \$250.00

(Discount Code: Group)

## MEMBERSHIP SPECIAL!

First-time new members get their first year's RRC membership for FREE when they attend this class! (a \$195 value!)

## Educational Credit:

Individuals who take this course will earn 16 CRS Education course credits toward the CRS Designation. Clock hours: 16 WA | 15 OR | 15 ID

**Cancellation Policy:** RRC, RRC States and licensees reserves the right to cancel any scheduled course. If a course is cancelled, you will be notified via e-mail or phone and will be given a full refund. RRC, RRC States, and licensees are not responsible for any expenses incurred by the registrant due to cancellation. Class cancellations will be accepted until one week prior to the event. Cancellations will be refunded minus a \$25 administrative fee. No shows will be charged the full registration amount.

## Instructor Frank Serio, CRS



Frank Serio served as the 2011 CRS National President. Frank has run the gauntlet from sales associate to top producer to sales manager/trainer. In his fast-paced presentations, Frank shares his own experiences and the innovative ideas used by top producers across the country. His seminars are packed with knowledge and information and enjoyed by all. Visit his website: <http://www.theserios.com>

**October 17-18, 2019**  
**8:30 am – 5:00 pm**

## Presented by:

Spokane Association of REALTORS® and Washington RRC

## Course location:

Shriners Event Center  
7217 W Westbow Blvd  
Spokane, WA 99224

## Questions?

Contact Darlene at (360) 901-0307  
Or [darlene@stouderhomes.com](mailto:darlene@stouderhomes.com)

## Register:

<https://tinyurl.com/Referrals2019>

## ABOUT RRC

The Residential Real Estate Council is the largest not-for-profit affiliate of the National Association of REALTORS®. We are a professional network of over 34,000 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.



Register: <https://tinyurl.com/Referrals2019>



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