

# Get REALTORS® Excited, Engaged and Endorsed!

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**You don't have to spend big bucks to make a big impression.**

The following pages highlight creative ways State & Local Associations and Brokerages have motivated their members to start – and complete – the Commitment to Excellence program during the 2019 C2EX Challenge. We've organized examples by strategy and budget, so you can decide what kinds of things would work best for you. Be inspired, get motivated and have fun!

Don't miss out on your chance to be a part of this award-winning program. Get started today at [C2EX.realtor](https://www.c2ex.realtor).

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No matter your resources or budget – Small, Medium, or Large – you’ll find something here to get your C2EX promotional efforts up and running. The promotions here range from \$0 to \$24,000.



# Grassroots Campaign

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By starting with a local, bottom-up approach to a campaign, you can raise awareness in unique ways and start a movement. Be spontaneous, be nimble and inspire members to do great things!

# Grassroots Campaign

## Medium Budget

### Cheyenne Board of REALTORS® (Cheyenne, WY): \$1,500/396 members

- Association President spoke about it every chance he had: at weekly MLS meetings, office meetings, Association meetings, and socials. A big, yellow C2EX banner was made to create a presence of the program at our meetings.
- Association President-Elect sent over 100 personal text messages to individuals encouraging them to log in and complete a module.
- A link to the C2EX login was created in the MLS system.





# Social Media- Driven Campaigns

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More and more, members are engaging with media via their social media channels. Be it Facebook, Twitter, Instagram or others, one of the most effective ways to reach – and inspire – members is through digital channels. It's a medium that can be quickly altered and refocused based on need and desired audience.

# Social Media-Driven Campaigns

## Small Budget

### Coastal Carolinas Association of REALTORS® (Myrtle Beach, SC): \$500/3,924 members

- Kicked off with a video message from the C2EX Endorsed CEO igniting the challenge and encouraging members to participate.
- Created 500 business card-sized reminders about the C2EX program with URL printed and distributed to our membership in attendance at their summer luncheon.
- Created a video challenge campaign “Your Turn Challenge”, encouraging association staff, board of directors, brokers, and agents to work on C2EX.



# Social Media-Driven Campaigns

## Small Budget

### Pennsylvania Association of REALTORS®: \$500/34,118 members

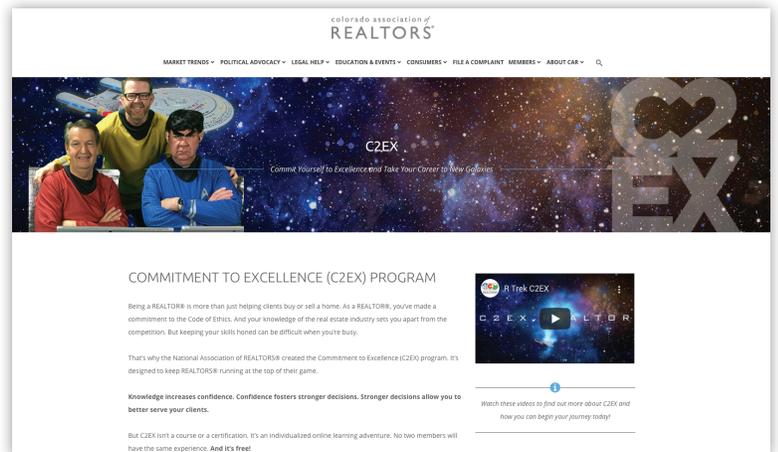
- Created several videos with REALTORS® talking about why they participated in C2EX.
- Launched a state recognition program for REALTORS® who have completed the program.
- Used members' quotes and created graphics to be shared on social media.



## Medium Budget

### Colorado Association of REALTORS®: \$1,500/25,361 members

- Created a movie trailer parodying Star Trek called "R-Trek-C2EX".
- Created movie posters for social media that were released a week prior to the actual trailer to generate anticipation.
- Organized a \$300 Visa card drawing to award one member who started the C2EX program during the contest months.





# Classroom Learning Campaign

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“Live learning” is one of the most effective ways to deliver information and educational tools. When members set aside time, commit to being engaged, and focus on learning, everybody wins. Whether off-site at a large facility or simply a few folks in a conference room, getting together to get it done is a great way to inspire commitment and build camaraderie.

# Classroom Learning Campaign

## Small Budget

**Broward, Palm Beaches & St. Lucie REALTORS® (West Palm Beach, FL): \$500/31,871 members**

- Held “LIVE C2EX Demo Workshops” taught in classrooms by C2EX Endorsed REALTORS®. 2-hour workshops (10 in total in July/August 2019) were promoted as a hands-on “orientation” of how the C2EX platform works, how to navigate the dashboard, and more.
- Created new, co-branded marketing materials, promotional flyers, and foam-core boards for display in all six offices.





# Grand Prize Drawing Campaigns

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Want to create a big splash? There's nothing that gets attention — and participation — than a fun contest that includes a giveaway or game component. And remember, the prizes don't have to be budget-breakers to be effective. Be creative with what you do and you'll be surprised at the attention you can get!

# Grand Prize Drawing Campaigns

## Small Budget

### Baldwin REALTORS® (Robertsdale, AL) - \$500/2,007 members

- Offered their members a chance to win a complimentary spot on their inaugural “CE cruise” in January 2020 if they completed portions of the C2EX program. Members could receive a total of fifteen chances to win a spot on their CE cruise by completing the program. Those on the cruise will be taking twelve hours of CE, so the person who wins will not only win a cruise, but will also have all their CE for the next renewal period except 3 hours.
- Created a life-size Trivial Pursuit board in their lobby: the **“Summer of Excellence Trivial Pursuit: Commitment to Excellence Challenge board”**, with each of the ten C2EX competencies as a topic. *“Each time a member completed a competency, they sent...a photo of that completed competency, and we printed their headshot out and put it on that area to show that member completed it. Once they completed all competencies, their photo was placed in the middle of the board to show they had completed it.”*
- They also produced a brief video introducing members to the program and CE Cruise contest.



# Grand Prize Drawing Campaigns

## Medium Budget

### Peoria Area Association of REALTORS® (Peoria, IL): \$1,500/759 members

- Sponsored a drawing to win one year of paid local, state and national dues for all participants who complete their Endorsements.
- Targeted REALTOR® members of their association and encouraged broker/owners and managing brokers to promote the contest within their companies.
- Provided paid social media advertising congratulating C2EX Endorsed REALTORS®.

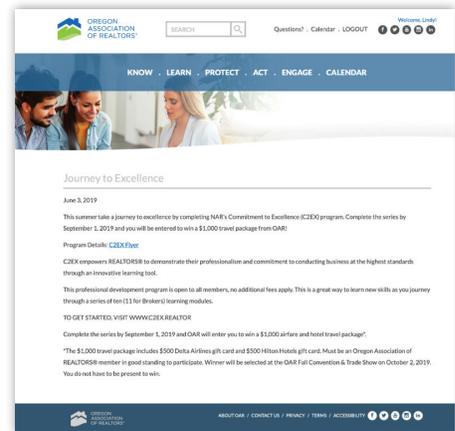


# Grand Prize Drawing Campaigns

## Medium Budget

### Oregon Association of REALTORS®: \$2,000/16,045 members

- Created the “Journey to Excellence” promotion: asked members to complete the program by September 1, 2019, to be entered to win a travel package. The travel package included a \$500 Delta Airlines gift card and a \$500 Hilton Hotels gift card.
- Developed a flyer, social media graphics and a news story on our homepage website.
- Promoted C2EX as “It’s not a designation, It’s a journey”



## Large Budget

### West Virginia Association of REALTORS®: \$3,000/2,809 members

- Campaign to find the first-ever West Virginia Association of REALTORS® “C2EX Celebrity”!
- State superstar won a C2EX Celebrity Cover Model package including a spa visit, professional headshot photoshoot, and an appearance on the cover of the upcoming issue of the state association’s magazine. The C2EX Celebrity was also featured in an article, detailing their C2EX journey and the impact it has had on their career.





# Multimedia Campaigns

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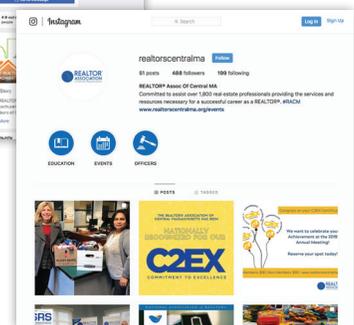
A multi-faceted approach garners attention and connects with members on a variety of levels and media. When you can deliver your message through things like podcasts, meetings with breakout sessions, and T-shirts — it lets members know just how important this initiative is, and the benefits it affords all of us.

# Multimedia Campaigns

## Large Budget

### 2019 C3 Challenge Winner – REALTOR® Association of Central Massachusetts: \$5,000/1,741 members

- Initial Challenge Kick-Off: **C2EX Trivia Night**: *“Our members attended the successful event, answering questions related to real estate and the Commitment to Excellence Program.”*
- Created **C2EX Hall of Fame Banners**: one for REALTORS® and another for Brokers with their headshots on the wall. At the Trivia night, they had attendees pledge to get their certification. Then they put their names around the Hall of Fame to keep them accountable.
- Recorded podcasts with members who had completed the certification.
- With \$10,000 they'll host breakout sessions, where they can help answer any questions REALTOR® members might have about the program, and help them start the process of completion and boost recognition for their Endorsed members.



# Multimedia Campaigns

## Large Budget

### 2019 C3 Challenge Winner – Florida REALTORS®: \$3,500/169,958 members

- Created **“You, Only Better”** Campaign
- Florida DVPs served as ambassadors to the program – sharing it via word of mouth, via email, and more.
- Association President conducted a 17-minute **“Florida Realtors Talk”** on C2EX as a session at the 2019 Convention.
- Created, produced and provided a short video promo of Association President as an introduction to C2EX, shared via Florida REALTORS® social media and email.
- Created, produced and provided **C2EX T-shirts** with **“Light up Your Mind...”** on the front and **“And Your Business!”** on the back for members who completed at least one module of C2EX (and successful total completion of the program).
- Created and produced Leadership and DVP **“Superhero” caricature images** for a Facebook frame with **“Be a Superhero! C2EX.realtor”**. They then shared these via their social media outlets, with a hashtag/link back to Florida REALTORS® social media channels.
- Will use \$10,000 to continue its creative campaign to promote C2EX with additional videos or other creative materials.





# No Budget? No Problem!

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Don't have a budget for a big campaign or prizes? No worries – we have a variety of items available digitally that can be used to generate awareness and excitement for C2EX. As long as you're helping members get into the program and becoming C2EX Endorsed, you're making a difference and improving the industry!

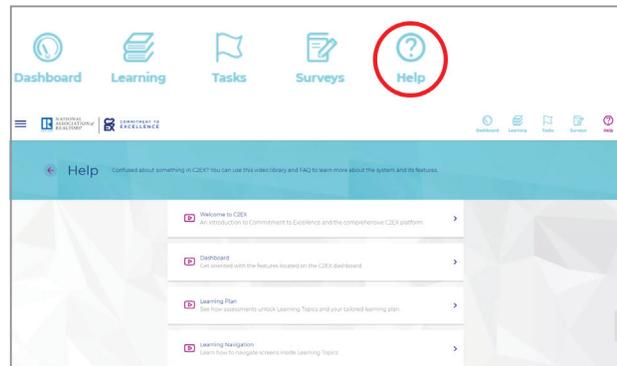
# No Budget Resources



Free promotional materials and resources are available for you at [NAR.realtor/C2EX](https://NAR.realtor/C2EX). There you'll find:

- **Marketing materials: Flyers, Logos, Digital Banners, Print and Digital Ads, and more!**
- **User Guides and FAQs**
- **Instructions for adding C2EX to mobile devices**
- **Platform Demonstration Webinars**
- **Resources for Managing Brokers: the Application for C2EX Brokerage Endorsement, admin guides and more!**

**Looking for help navigating the platform?** Visit the Help section of [C2EX.realtor](https://C2EX.realtor) where you'll find FAQs and videos to help navigate the Commitment to Excellence platform's Dashboard, Learning pages, Tasks page, and other features. Click the Question Mark icon on the navigation ribbon:



## FAQs:

- **How do I complete C2EX?**  
Visit [C2EX.realtor](https://C2EX.realtor)! Start on the Learning page, complete the Assessments, Learning Topics, then go to the Tasks page and complete the required Tasks to earn your C2EX Endorsement.
- **How long does the program take?**  
REALTORS® are reporting 10 hours over the course of 2 weeks.
- **I completed the program. Where can I find my Endorsement materials?**  
You can find them on the platform: [C2EX.realtor](https://C2EX.realtor)
- **How do I track my members or agents?**  
If you are an association staff admin or a Managing Broker admin, visit [C2EX.realtor](https://C2EX.realtor) and go to the compressed icon menu (on the left hand side of the screen, it looks like 3 stacked lines). Hit the "admin" button under that menu, and select "reports". Have a look at the "Agency Progress" report. Click the "Download CSV" button to download this report as an excel spreadsheet. People who are at 100% under "Endorsements Progress" are Endorsed.
- Need more guidance? Call **888-299-9669** or email [C2EX@nar.realtor](mailto:C2EX@nar.realtor)



# Brokerage Supplement

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Are you a Managing Broker? Looking for great ways to get your agents interested and engaged with C2EX? Get inspired with great ideas like those profiled on the following pages!

# Social Media Campaign

## Brokerage Supplement

### Front Gate Realty (Ridgeland, MS) : \$800/31 agents

- The 2019 office theme for the year was “Showtime.” Each agent would post their C2EX certificate on their inner office social platform, relay what they learned from the program, and challenge others the office to complete it.
- C2EX was discussed in office meetings and on their inner office social platform. They challenged their agents to complete it by the end of August.
- At the end of the campaign, **100% of their agents were C2EX Endorsed** and they produced a promotional video.

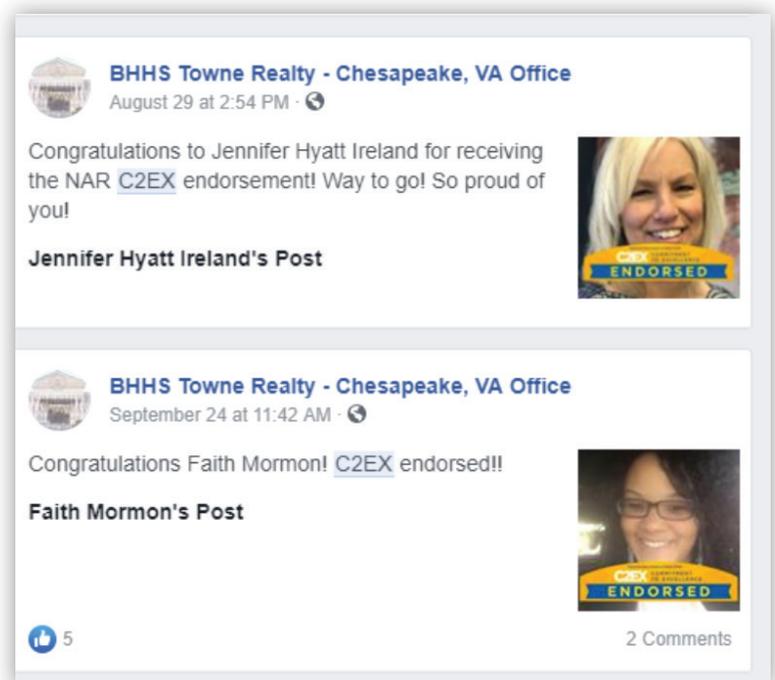


# Collaborative Learning Campaign

## Brokerage Supplement

### BHHS Towne Realty-Chesapeake Office (Chesapeake, VA): \$300/71 agents

- The theme was “**24kt goals**” for the Coastal Virginia Real Estate Community of Excellence!
- Targeted two groups of agents in their office: A “success” group of ten members and an office “Mastermind” group of fifteen members.
- At a kick-off meeting, they introduced C2EX, viewed the C2EX promotional videos, and every agent received a printed C2EX user guide.
- Accountability partners would check in with each other on a weekly basis. They also scheduled group meetings on a monthly basis.
- Agents shared what they had learned in the ten (10) categories, reinforcing their knowledge and skills in real estate.
- Used C2EX platform notifications to track progress and root for each other.
- Shouted out their Endorsed members on social media:



# Grand Prize Winner Campaign

## Brokerage Supplement

### Coast to Canyon Real Estate (Mission Viejo, CA): \$2,000/15 agents

- Used gift cards to encourage others to participate.
- Agents that completed modules by certain dates were invited to lunch by the Managing Broker.
- Worked with the local association to promote the program.
- Endorsed agents received shoutouts on social media.



# Multimedia Campaign

## Brokerage Supplement

### 2019 C3 Challenge Winner – Berkshire Hathaway Home Services Real Estate Professionals (Salem, OR): \$24,000/205 agents

- Had a theme of “**Advancing Excellence**” for their 2019 + team challenge
- Inspired folks to complete the program with “**Don’t Miss the Meeting**” posters in all of their offices, and used a “Horse Race”-themed call on the last three days of the Challenge: *“Willamette Office is ahead by 6 lengths, followed by Salem and Oakmont, neck and neck 4 lengths back, with the strong finisher Roseburg 6 lengths back but starting to close!”*
- Introduced C2EX to the public and recognized their Agents as they became endorsed in news print and social media:
- Plan to use the \$10,000 to help the public better understand that they benefit from the work of REALTORS® and that the Commitment to Excellence assures them of the REALTORS® commitment to them.

