

C2EX – Taking Professionalism to the Next Level

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- Increasing REALTOR professionalism is vital to ensuring a successful future for our business.
- It's not just technology that has evolved—consumers have as well. Their needs and expectations have progressed. And we as REALTORS have to be at the top of our games to drive success within the industry.
- As the launch of the Commitment to Excellence (C2EX) program demonstrates, NAR is working hard to help members advance their proficiency, marketability and career growth.
- C2EX is a new program available to all REALTORS as a member benefit with no additional costs.
- The goal of this online program is to take professionalism to the next level and ensure members are providing the best possible service to consumers and one another.

- The program is built around ten competency areas approved by NAR's Board of Directors ranging from data privacy, customer service, code of ethics, advocacy and technology.
- Brokers have an eleventh competency surrounding creation and maintenance of an environment conducive to mentoring and encouraging professionalism among their agents.
- C2EX is different from a certification designation. It is not a course and no two REALTORS will have the same experience. The program offers a completely customized path toward success by factoring in each individual's preexisting level of skill and knowledge in each area of competency.
- When a member logs onto the platform for the first time, he or she is prompted to take an engaging self-assessment that determines proficiency levels in each of the ten competencies. Based on their results, the C2EX online platform will generate customized learning paths and provide tools/resources to increase their knowledge and skill set.

- The online platform adapts to a REALTORS busy lifestyle. No matter how much time they have to spend in C2EX, the member will have a meaningful experience. C2EX is easy to navigate and is accessible on any device - phone, tablet or computer.
- As the REALTOR progresses through each competency they earn an “Excellence Badge” - a digital insignia to use in their marketing materials showing their achievement. Once they have completed each of the 10 competencies, they will receive NAR’s official Commitment to Excellence endorsement.
- REALTORS who have earned NAR’s Commitment to Excellence endorsement will have a unique market advantage.
- C2EX is not a part of NAR Core Standards. This program is administered entirely by NAR and is available to every member. Participation is voluntary.
- The Commitment to Excellence launched at the end of last year, and already more than 11,700 REALTORS have already begun the program.

- Visit **C2EX.realtor** to get started and to begin working towards the C2EX endorsement.