

FACT SHEET

Introducing the Commitment to Excellence Program

WHAT: The NATIONAL ASSOCIATION OF REALTORS® proudly introduces Commitment to Excellence (C2EX), a program that empowers REALTORS® to demonstrate their professionalism and commitment to conducting business at the highest standards.

Commitment to Excellence launches on **November 2nd** at the REALTORS® Conference & Expo in Boston and online at **C2EX.realtor**

WHY: REALTORS® and consumers alike agree that honesty and professionalism are two of the most important characteristics of real estate practitioners. For more than a century, REALTORS® have led the way in the real estate market – setting the standard for industry knowledge, client service, political and social activism, and ethical conduct. In an increasingly competitive market, it is critical for REALTORS® to continue leading the charge and setting the bar for what excellence and professionalism mean.

Creating more stringent requirements for becoming a licensed agent would be a state-by-state effort and would take years to accomplish. That's why NAR members have worked together to create a program that gives all REALTORS® an opportunity, right now, to prove and build upon their expertise.

REALTORS® defined professionalism in this industry more than 100 years ago when they created the Code of Ethics. C2EX takes professionalism to the next level by enabling NAR members to assess their expertise in 10 (11 for brokers) elements of professionalism ranging from customer service to use of technology.

C2EX is an innovative engagement tool that encourages participation in all levels of the REALTOR® organization. It's not a designation or a course. It's not a requirement but a benefit available to all NAR members at no additional cost.

Users start with a self-assessment that measures their proficiency in each of the elements of professionalism, known as the C2EX Competencies. Based on their results, the platform will generate customized learning paths, recommend experiences, and provide tools and resources to increase knowledge and enhance skillsets.

As REALTORS® make their way through the C2EX platform; they earn “Excellence Badges,” or digital insignias. Once they have earned each of the Excellence Badges they will receive NAR’s official Commitment to Excellence endorsement along with promotional materials they can use to show clients and peers they are committed to the highest level of professionalism possible.

The C2EX platform facilitates meaningful coaching opportunities for brokers. They can track an individual agent’s progress and share specific pieces of content with them. Brokerage branding options are available.

The platform is easy to use and adapts to a REALTOR®’s busy lifestyle. REALTORS® can access C2EX on any device — phone, tablet, or computer. No matter how much time they have to spend in C2EX, users will have a meaningful experience.

Please help your members become advocates for their future and the future of their industry by sharing this exciting new program. When the program launches November 2, you will be able to access downloadable flyers, digital and print ads, and shareable social media content at www.NAR.realtor/C2EX. While in Boston, join us on the expo floor at NAR Booth #1131 to learn more and demo the platform yourself!

Be an advocate for the future of our industry. Be committed to excellence.

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