



REALTORS®
COMMITMENT
TO EXCELLENCE

PUMP UP THE VOLUME.



NATIONAL
ASSOCIATION OF
REALTORS®

Pump up the Volume



PROGRAM SUCCESS

2018 C2EX
launch



2019
Learning!
100 Award



2020 Gold
Brandon
Hall Group



2021 ASAE
Power of A



2022 Gold
Muse
Creative



113,600+

Participants*

17,000+

Endorsed*

*As of 5/31/2022



NATIONAL
ASSOCIATION OF
REALTORS®

QUICK FACTS

Mobile-Friendly



Self-Paced

*Earning and maintaining
your C2EX Endorsement
fulfills your current NAR
Code of Ethics
requirement.*

No additional cost*



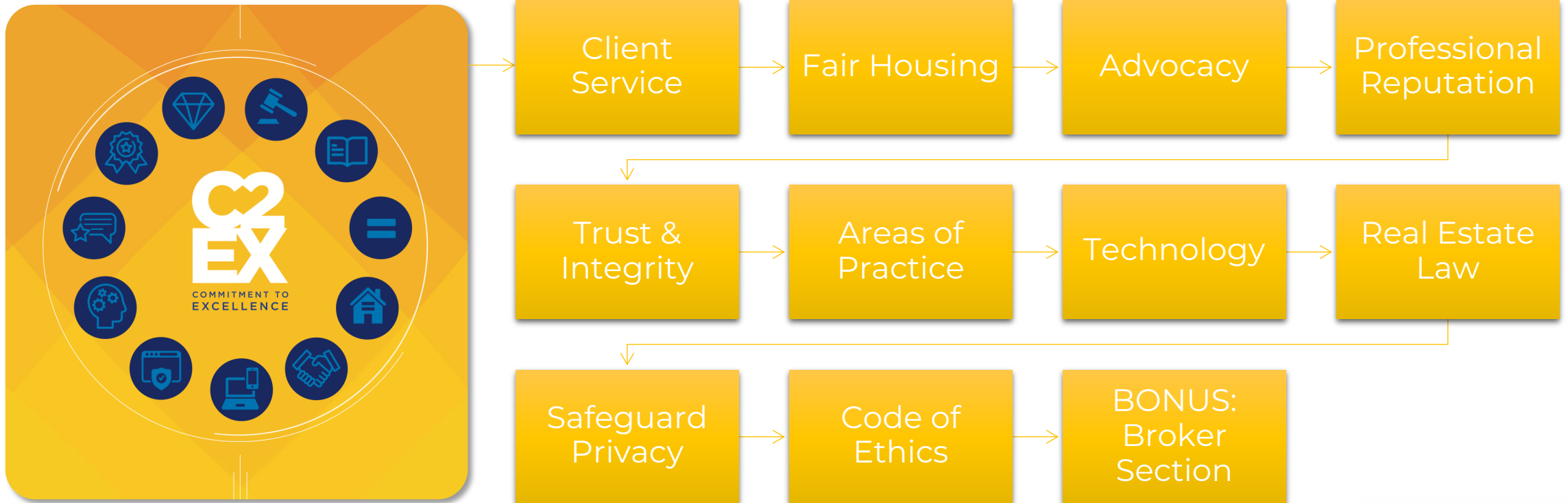
*REALTORS® without a certification or designation are asked to earn one to complete C2EX



EVALUATE, ENHANCE, SHOWCASE



The 10 C2EX Competencies





EVALUATE, ENHANCE, SHOWCASE

CODE OF ETHICS

Assessment
example

What is the primary focus of Article 1 of the Code of Ethics?

Providing equal professional services without discrimination to any person

Protecting and promoting the interests of your client while treating all parties honestly

Not making false or misleading statements about other real estate professionals

The obligation to participate in mediation or arbitration









SUBMIT



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EVALUATE, ENHANCE, SHOWCASE

Personalized
Learning Plan
based on
C2EX
Assessment
results



Dashboard

Learning

Tasks

Surveys

Help

Learning Plan

In each competency, you'll begin with an assessment. These assessments will determine your specific learning plan. You must complete these assessments in order to unlock your assigned Learning Topics in a competency.

The Broker competency is required for brokers, but optional and made available for non-brokers who are interested in reviewing the content.

!

 Required for Endorsement

✓

 Completed

NEED MORE HELP?

C2EX REQUIRED

ALL

View your progress towards C2EX endorsement by visiting **Achievements**.

EXPAND ALL +

C2EX Competencies

Client Service	✓	+
Fair Housing	✓	+
Advocacy	✓	+




Feedback








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EVALUATE, ENHANCE, SHOWCASE

Complete
required
Tasks then
earn the C2EX
Endorsement,
and create
your own





Dashboard

Learning

Tasks


Surveys


Help

Tasks

Here, you can manage your required C2EX task list. You'll need to complete all required tasks and learning for each competency to achieve endorsement. Additionally, you can use this space to create your own tasks to help you manage your own success and goals outside of C2EX endorsement.

[NEED MORE HELP?](#)

 Required for Endorsement

 Completed

C2EX REQUIRED

C2EX OPTIONAL

ASSIGNED TO ME

CREATED BY ME

You are required to complete these tasks to achieve C2EX endorsement.

View your progress towards C2EX endorsement by visiting **Achievements**.

[CREATE TASK](#)

[EXPAND ALL +](#)

C2EX Competencies

Client Service	✓	+
Fair Housing	✓	+

Feedback

C2EX Additional Features

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Send Surveys

*open house, showing, closing,
general performance, or create
your own*



Library

*view NAR resources
and materials*



Videos

*additional guides in
the Help Section*





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Table Tent



Endorsement Certificate – Shareable on Social Media



Print and Frame Certificate






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Your Endorsement appears at [Realtor.com](https://www.realtor.com)!



Jane Doe *Broker/Owner*
Neighborhood Real Estate
Cell: 123-456-7890
Fax: 890-321-0000

★ ★ ★ ★ ★
(95)

For Sale: **3**
Sold: **41**
Experience: 19 years

Activity range: \$93.5K - \$1.15M



Realtor.com
C2EX Endorsement Icon



EVALUATE, ENHANCE, SHOWCASE



Referrals
*search by name
or by state to
refer to other
C2EX Endorsed
agents*

Endorsed Directory

Your C2EX Endorsement grants you exclusive access to a directory of C2EX endorsed REALTORS® and brokerage offices.

REALTORS®

BROKERAGE OFFICES



ENDORSED REALTORS®

Search for endorsed REALTORS® by name or location. Select the Connect button to send an automated greeting with your contact information (name and email).

Search...

Filter by state...

SEARCH

Begin by searching or filter by state





BROKERAGE ADMIN BENEFITS



Training Tool

Suggest content, assign tasks



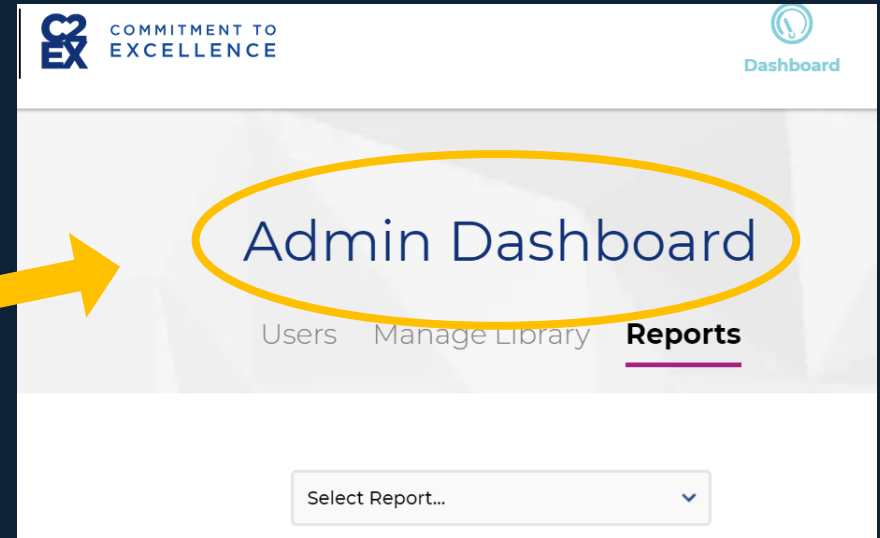
Admin Access

Track agent progress
and run various reports



Brokerage Branding

Upload
Brokerage's logo



Broker Admin Resources:
[NAR.realtor/C2EX/](https://NAR.realtor/C2EX/BROKER)
[BROKER](https://NAR.realtor/C2EX/BROKER)



BROKERAGE OFFICE ENDORSEMENT

At least 80% of agents in the office are C2EX Endorsed



The Managing Broker must be C2EX Endorsed



Apply at NAR.realtor/C2EX/Broker

Tennessee Endorsed Broker Offices

Captain and Co.
Real Estate,
Memphis, TN

Fast Track Realty,
Memphis, TN

Urbane Residential
Specialists,
Nashville

BROKERAGE ENDORSEMENT MATERIALS

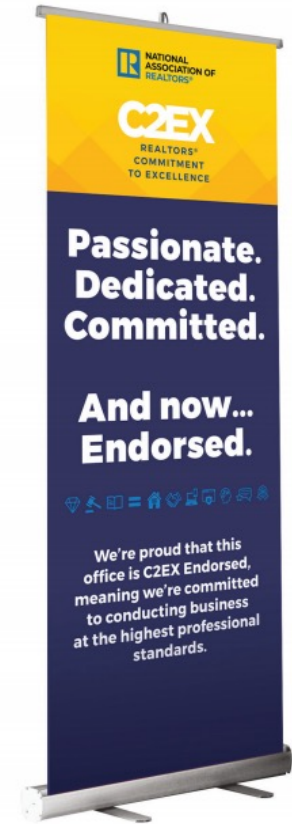
Slider Sign for Listings



Office Window Clings



31.5 x 89.75 Pull Up Banner



2022 C2EX CHALLENGE



C2EX REALTORS®
COMMITMENT
TO EXCELLENCE

GET
READY TO
ROCK

IT'S TIME FOR THE
C2EX
CHALLENGE

C2EX.REALTOR



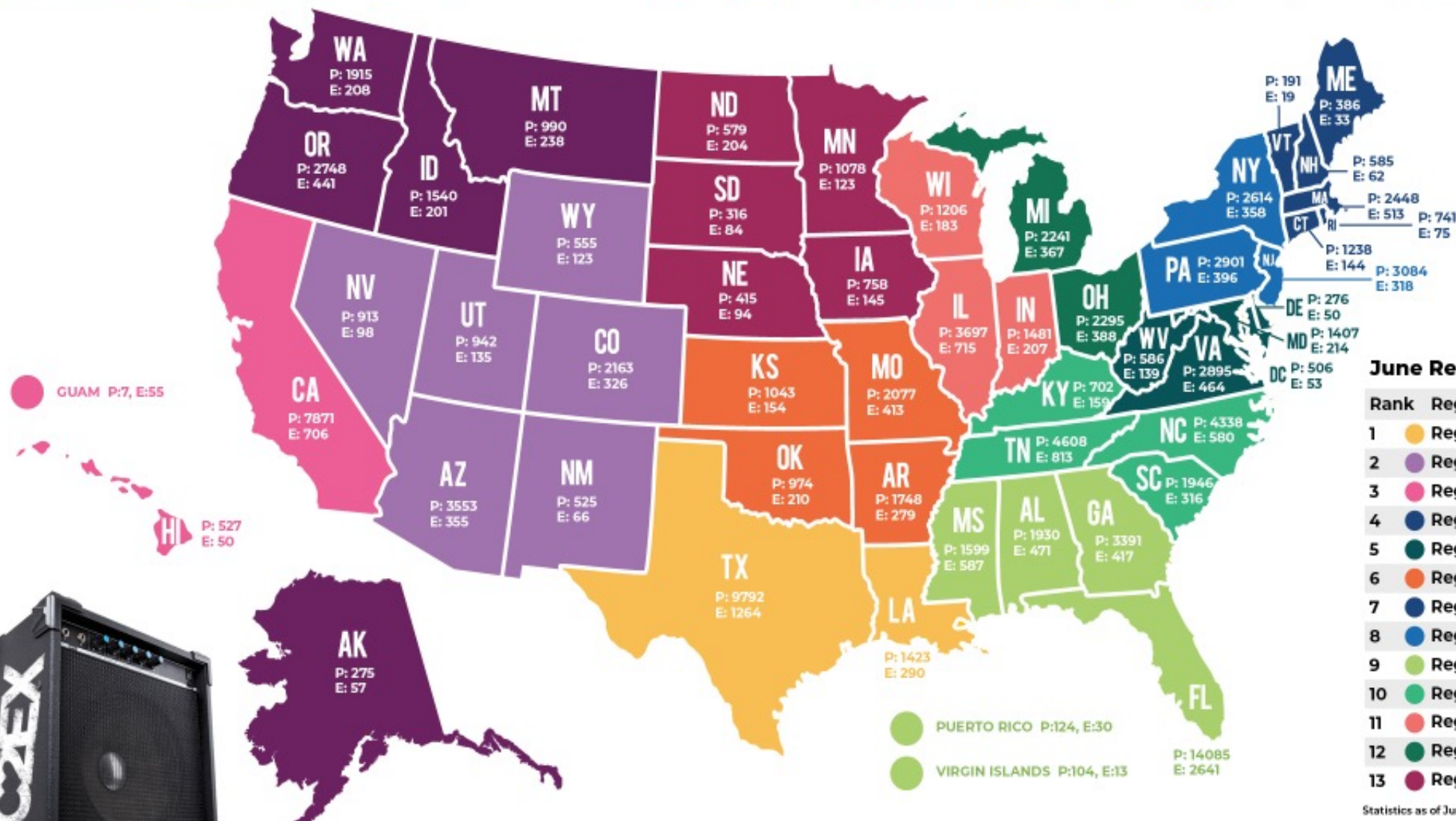
Rev up
your
Skillset!

Help your
Association
& Brokerage
rock the
challenge to
WIN BIG!

Get
Endorsed
by Oct. 1,
2022



ROCK THE C2EX CHALLENGE!



June Regional Rankings

Rank	Region	Endorsed % Increase
1	Region 10 (LA, TX)	4.4355%
2	Region 11 (AZ, CO, NV, NM, UT, WY)	2.9879%
3	Region 13 (CA, HI, Guam)	2.6918%
4	Region 1 (CT, MA, ME, NH, RI, VT)	2.5455%
5	Region 3 (DE, DC, MD, VA, WV)	2.4499%
6	Region 9 (AR, KS, MO, OK)	2.3256%
7	Region 12 (AK, ID, MT, OR, WA)	2.2321%
8	Region 2 (NJ, NY, PA)	2.1926%
9	Region 5 (AL, FL, GA, MS, VI, PR)	2.1616%
10	Region 4 (KY, NC, SC, TN)	2.1413%
11	Region 7 (IL, IN, WI)	2.1257%
12	Region 6 (MI, OH)	1.4785%
13	Region 8 (IA, MN, NE, ND, SD)	1.4041%

A close-up, low-angle shot of a DJ's hands on a turntable, with various knobs and buttons visible on the equipment. The lighting is dim and colorful, typical of a nightclub or event space.

Tennessee Ambassadors

- Ann Skiera, Pilkerton Realtors, Franklin, TN
- Devin Cowell, Monarch Realty, Pigeon Forge, TN
- Kaye Thompson, BEST Real Estate, Memphis, TN
- Ellis Gardner, Keller Williams Realty, Chattanooga, TN
- Regina Hubbard, Fast Track Realty, Memphis, TN





**Download Free
Marketing Materials!**
NAR.realtor/C2EX/Promote

Questions?

**C2EX@NAR.realtor
or 888-299-9669**



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Get Started!
C2EX.Realtor

