



REALTORS®
COMMITMENT
TO EXCELLENCE

PUMP UP THE VOLUME.



NATIONAL
ASSOCIATION OF
REALTORS®

PROGRAM SUCCESS

80,000+

TOTAL C2EX PARTICIPANTS*

13,000+

C2EX ENDORSED*

- Launched November 2018
- Multiple Award-Winning
- 2019 Learning 100 Award
- 2020 Brandon Hall Group Awards



*As of 7/1/21

 NATIONAL ASSOCIATION OF REALTORS®

QUICK FACTS



- **Mobile-Friendly**
- **Self-Paced**
- **No additional cost**

EVALUATE, ENHANCE, SHOWCASE

The C2EX Competencies

- Real Estate Law
- Code of Ethics
- Fair Housing
- Advocacy
- Trust & Integrity
- Technology
- Safeguard Privacy
- Areas of Practice
- Client Service
- Professional Reputation
- BONUS: Broker



EVALUATE

Assessment example

CODE OF ETHICS

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



ENHANCE

Personalized Learning paths based on your C2EX Assessment results

The screenshot shows the NAR C2EX Learning Plan interface. At the top, there are navigation icons for Dashboard, Learning, Tasks, Surveys, and Help. The main header includes the NAR logo and the 'COMMITMENT TO EXCELLENCE' tagline. The 'Learning Plan' section explains that assessments determine learning plans and that the Broker competency is required for brokers. A 'NEED MORE HELP?' button is present. A legend indicates that yellow exclamation marks mean 'Required for Endorsement' and checkmarks mean 'Completed'. Below this, there are filters for 'C2EX REQUIRED' and 'ALL', and a link to 'Achievements'. The 'C2EX Competencies' list includes 'Real Estate Law' (with a yellow exclamation mark and a minus sign), 'State, Local, and Municipal Law' (with a yellow exclamation mark and a right arrow), and 'Zoning and Land Use' (with a yellow exclamation mark and a right arrow). A 'Feedback' button is visible on the right side of the interface.

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.

[NEED MORE HELP?](#)

Legend:
! Required for Endorsement
✓ Completed

Filters: C2EX REQUIRED | ALL

View your progress towards C2EX endorsement by visiting [Achievements](#).

[EXPAND ALL +](#)

C2EX Competencies

- Real Estate Law ! -
Being current and knowledgeable about the laws, regulations and legislation affecting the real estate disciplines the REALTOR® engages in, and about real estate in their community generally.
- State, Local, and Municipal Law ! >
- Zoning and Land Use ! >

[Feedback](#)

ENHANCE

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



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

Real Estate Law



Being current and knowledgeable about the laws, regulations and legislation affecting the real estate disciplines the REALTOR® engages in, and about real estate in their community generally.

[Attend a Community Meeting](#)



[Read about RESPA Protections](#)



ADDITIONAL FEATURES

Send **Surveys** – open house, showing, closing, general performance, & create your own

Library – view NAR resources and materials

Videos and other guides in the **Help** Section



ENDORSEMENT MATERIALS

HAVE A SEAT.

Let's talk about the National Association of REALTORS®' Commitment to Excellence program, and the value it has for you.

My C2EX Endorsement means I'm committed to practicing business at the highest professional standards. Every client. Every time. I'm committed to excellence.

I'm grateful for your business — thank you!

C2EX
REALTORS®
COMMITMENT
TO EXCELLENCE

Table Tent



Endorsement Certificate – Shareable on Social Media

 **Jane Doe**
@Jane Doe

Just got my REALTORS® Commitment to Excellence Endorsement!!!

2:05 PM - Jan 22, 2021

I'm proud to announce that I've earned the REALTORS® Commitment to Excellence Endorsement from The NATIONAL ASSOCIATION of REALTORS®, reflecting my dedication to practicing business at the highest professional standards!


Charles Eppner
2021 President, NATIONAL ASSOCIATION OF REALTORS®


Bob Goldberg
CEO, NATIONAL ASSOCIATION OF REALTORS®

C2EX
REALTORS®
COMMITMENT
TO EXCELLENCE

 NATIONAL ASSOCIATION OF REALTORS®

62 See Jane Doe's other Tweets






Print and Frame Certificate



REALTOR.COM

Your Endorsement appears on Realtor.com!

	<p>Jane Doe <i>Broker/Owner</i> Neighborhood Real Estate Cell: 123-456-7890 Fax: 890-321-0000</p> <p>★ ★ ★ ★ ★ (95)</p>	<p>For Sale: 3 Sold: 41 Experience: 19 years</p> <p> </p>	<p>Activity range: \$93.5K - \$1.15M Listed a house: 2020-06-12</p>
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Realtor.com
C2EX Endorsement Icon

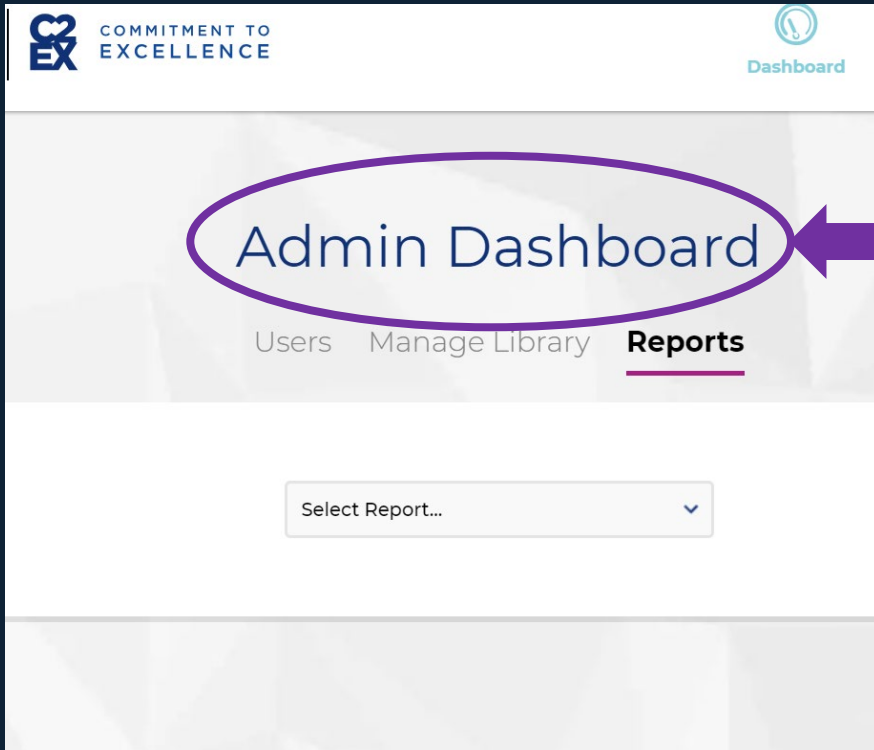




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BROKER BENEFITS

- **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/BROKER**





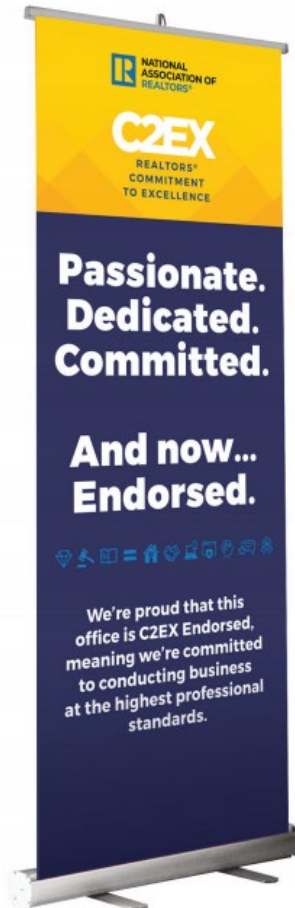
BROKERAGE ENDORSEMENT

- **At least 80% of agents in the office must be C2EX Endorsed**
- **The office's Managing Broker must be C2EX Endorsed**
- **Apply at [NAR.realtor/C2EX/Broker](https://www.nar.realtor/C2EX/Broker)**

BROKERAGE ENDORSEMENT MATERIALS



31.5 x 89.75 Pull Up Banner



Office Window Clings



Slider Sign for Listings



CODE OF ETHICS

Earning and maintaining your C2EX Endorsement fulfills your current NAR Code of Ethics cycle that ends December 31, 2021.



2021 C2EX CHALLENGE

- Rev up your Skillset!
- Help your association Rock the Challenge and win \$5,000!
- Earn your Endorsement by October 1, 2021



**GET
READY
TO ROCK**

C2EX CHALLENGE

C2EX

C2EX.realtor

**NATIONAL
ASSOCIATION OF
REALTORS®**

The graphic features a background of a DJ's hands on a turntable and a crowd of people with their hands raised in the air, illuminated by colorful stage lights. The text is overlaid on this background, with a blue diagonal shape in the bottom right corner containing the National Association of Realtors logo.



Get Started!
C2EX.Realtor

Questions?
C2EX@NAR.realtor
888-299-9669

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

