



# The Value of RRC and The CRS Designation



RESIDENTIAL  
REAL ESTATE  
COUNCIL

FLORIDA



**Aida Vega-Medinilla**

**RRC Florida 2025 Immediate Past-President  
Florida Realtors, District 4 Conference**

# What is RRC?

- A national community of high-achieving real estate professionals.
- Committed to continuous education, leadership, and results.
- Offers top-tier training, nationwide referrals, and business support.

# What is CRS?

- The Certified Residential Specialist (CRS) is the highest credential awarded to residential sales agents, brokers, and managers.
- Earned by fewer than 2% of REALTORS® nationwide.
- CRS designees average 3x the income of non-designees.



# CRS Voices From Florida



# Impact by the Numbers

- 3x the average income.
- 2x more closed transactions.
- 21,500+ active members nationwide.
- Active referral network across Florida.
- Active referral network across the nation.

# Why It Matters

- CRS designees are recognized experts.
- Education that drives excellence.
- A powerful professional family.

# Join Us

- Ready to grow your business?
- Invest in your career.
- Join RRC. Become a CRS. Elevate your future.



**Become a Member | The Residential Real Estate Council**

[www.crs.com](http://www.crs.com)



# Thank You

- We appreciate your time and support.
- Let's grow stronger, together.
- Questions? Reach out anytime!



RESIDENTIAL  
**REAL ESTATE**  
COUNCIL

---

**FLORIDA**

