



**Certified
Residential
Specialist**

**CRS One-Day Course
in Prescott**

PAAR is hosting Craig Grant in Prescott for a One-Day CRS class May 9!

PAAR is having a Flash Sale starting Tuesday, April 30 - Wednesday, May 1, that will reduce the class cost to \$99.

Craig Grant gets rave reviews, and he helped write the class for CRS!

This class is "CRS: How Technology Can Ruin Your Real Estate Business" and it is about the technological threats to real estate business and how you can protect yourself and your clients.

The class will be from 9 AM to 5 PM at the Prescott Gateway Mall Meeting Room (3280 Gateway Blvd., Prescott, AZ 86303), and comes with 8 hours CRS credit.

[Go to the CRS website to sign up.](#)

PROTECT YOUR ASSETS

CRS ONE DAY COURSE:

How Technology Can Ruin Your Real Estate Business

Registration Fee: \$129

Instructor: Craig Grant – has an amazing ability to present technology topics in such a fun & easy to follow way, individuals will not only understand it, but go away from the class & be able to apply the knowledge & tools they need to SUCCEED in today's fast changing real estate marketplace!

May 9, 2018
9 am – 5 pm

Presented by
Prescott Association of
REALTORS &
Arizona RRC

Course location:
3250 Gateway Blvd, Prescott/
Prescott Gateway Mall meeting
room

Technology has revolutionized the ways we live, shop, socialize, entertain, access information, and conduct business in the modern world. Powered by the Internet, cloud-based tools, social media, and mobile apps, the technology revolution has delivered tremendous positive impact by bridging gaps between cultures, improving quality of life, enhancing operational efficiencies and speed, and many other advancements. However, if used without proper safeguards, modern-day technology can expose agents and their clients to many vulnerabilities. Viruses, malware, social engineering, identity theft, and other malicious threats (all of which are growing at alarming rates) are particularly concerning because the nature of the business requires real estate professionals to collect and store their clients' personally identifiable information.

This course empowers agents with the strategies and tools you need to navigate your business and clients through the perilous legal, online, and social media world. Course participants also leave with actionable tips and strategies for personal security as well as security for your technology devices.

Upon the successful completion of this course, you will be able to:

- Effectively counsel homeowners who are in danger of losing their home
- Describe how viruses and malware can infect your computer and mobile devices
- Identify techniques to encrypt your data to avoid getting viruses and malware
- Define encryption and explain its important role in securing your data
- Cite state and federal laws relating to technology that affect your job as an agent and your interactions with consumers
- Explain the National Association of REALTORS® policies on technology and how they impact your business
- State the terms and dangers of copyright infringement and identify safe sources
- Assess the impact and importance of using proper online etiquette and how to handle online conflicts
- Leverage tools and techniques to keep you and your technology devices safe.

Individuals who take this course will earn 8 CRS Education course credits toward the CRS Designation.

Register online at: <https://crs.com/learn/education-catalog/ViewClass.aspx?ClassID=13829>

ABOUT RRC The Residential Real Estate Council is the largest not-for-profit affiliate of the National Association of REALTORS®. We are a professional network of over 31,000 residential real estate professionals, and we provide the industry's best education, resources and networking opportunities. RRC also awards the Certified Residential Specialist® (CRS) Designation to top-producing REALTORS® who have met specific requirements related to experience, transactions and education.



For more information on other CRS courses or obtaining the CRS Designation, the premier Designation for residential real estate professionals, visit www.crs.com.