



## **Benefits of the Accreditation Process**

### **During Process –**

- Provides your group the ability to assess the current level of commercial services provided to members from an objective perspective
- Provides your group an opportunity to develop a roadmap for future development of new or enhanced commercial services and subsequent member development
- Brings overall recognition to commercial services as having benchmarks and goals for achievement
- Straightforward way for your group to determine program options in commercial services
- Offers reflective overview of what programs and services are provided and how they are currently meeting needs of members

### **Once Accredited –**

- Recognition on a national level from NAR and RCA as Commercial Services Accredited
- Recognition at RCA Committee meeting at NAR Midyear or Annual meetings
- Recognition on [www.realtor.org/rcaaccreditation](http://www.realtor.org/rcaaccreditation) with link to your group's Web site
- Branding kit with sample press releases, logos, commercial pins, and marketing consulting from RCA on how to incorporate/utilize Accreditation logo with your existing branding
- Certificate and recognition letter
- Crystal award ideal for display on shelf or in office