

Program Overview

CREAS is a competency-based professional certification for real estate administrative specialists. Every module includes **video lessons, a full course book (15-25 pages), professional templates and checklists, scenario-based exercises, and a module quiz.** Certification requires passing all 14 module quizzes and a final comprehensive exam at 80% or higher.

| TIER 1: FOUNDATIONS | | |
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| 01 | Real Estate Industry Foundations | How the industry works, key players, business models, and where the admin role fits. |
| 02 | Legal Compliance & Professional Boundaries | Licensing boundaries, privacy law, CASL, FINTRAC, and compliance requirements for Canada and the U.S. |
| 03 | Professional Communication & Technology Basics | Email, phone, calendar, file management, and handling difficult client conversations. |
| TIER 2: CORE OPERATIONS | | |
| 04 | Administrative Management | Daily operations, scheduling, SOPs, deadline tracking, and keeping an agent's business running. |
| 05 | Marketing Coordination | Social media, email campaigns, Canva, content calendars, and marketing performance tracking. |
| 06 | Listing Coordination | Listing intake to MLS launch: vendor coordination, MLS entry, showing management, seller updates. |
| 07 | Advanced Listing Management | Active listing management, price adjustments, open houses, offer review, and sold administration. |
| 08 | Transaction Coordination: Contract to Close | Every step from accepted offer to closing: critical dates, conditions, lender and lawyer coordination, client communication. |
| TIER 3: BUSINESS OPERATIONS | | |
| 09 | Client Care & Database Management | CRM setup, follow-up systems, referral programs, client appreciation, and database hygiene. |
| 10 | People & Vendor Management | Building vendor networks, coordinating contractors, supporting agent team onboarding. |
| 11 | Numbers, Metrics & Reporting | KPIs, commission tracking, business dashboards, income and expense reporting. |
| 12 | AI Tools for Real Estate Support | ChatGPT, Claude, Gemini, prompt engineering, listing descriptions, and AI ethics for real estate. |
| TIER 4: CAREER LAUNCH | | |
| 13 | Professional Branding & Career Prep | LinkedIn, professional bio, portfolio, cover letters, and positioning your CREAS credential. |
| 14 | Job Search, Client Acquisition & First 90 Days | Landing the role, contractor pricing, service agreements, and becoming indispensable from day one. |

Upon completion, certified professionals receive a unique certification ID, digital badge, the post-nominal designation **CREAS**, and listing in a public verification directory. Certification is valid for three years.