



PROFESSIONAL CERTIFICATION FOR  
REAL ESTATE ADMINISTRATIVE PROFESSIONALS

---

THE PROFESSIONAL CERTIFICATION STANDARD

# CREAS

CERTIFIED REAL ESTATE ADMINISTRATIVE SPECIALIST

---

*The exact path from figuring it out  
to running the operational side of a real estate business  
with confidence.*

14

MODULES

4

TIERS

12

WEEKS

170+

TEMPLATES

---

[reuniversity.com](https://reuniversity.com)

A program of REA University | Pam Ivey International

# Welcome to CREAS

CREAS is a competency-based certification for real estate administrative professionals who want to do the job right and be recognized for it.

This curriculum map shows you exactly what you will learn, in what order, and what you will be able to do at the end of each module.

## AFTER CREAS, YOU WILL BE ABLE TO

- Run a transaction from listing to close without hand-holding
- Communicate with clients at a professional standard
- Catch issues before they become problems
- Build systems that reduce errors and save time
- Support an agent or team at a level that gets noticed

## WHAT IS INCLUDED IN CREAS

Every module includes a video lesson, a full course book of 15 to 25 pages, professional templates and checklists you can use immediately, scenario-based guided exercises, and a knowledge check quiz. Across the program, you receive 170 plus templates and references covering every part of the role.

# How It Works

CREAS is fully self-paced and delivered online. Here is how the program is structured, who it is built for, and the path you will follow from week one to certified.

## HOW THE PROGRAM WORKS

- Self-paced and online
- Average completion: 12 weeks
- Recommended time: 8 to 10 hours per week
- Module quizzes plus a final exam
- 80 percent required to pass
- Three attempts per assessment

*No prior real estate experience is required.*

## WHO IT IS FOR

- New and experienced real estate administrative professionals
- Virtual assistants moving into real estate
- Brokerage staff stepping into expanded admin roles
- Agents who want to train their team to a professional standard

*Built so you can be entirely new to the industry on day one and job-ready by the time you finish.*

## Your 12-Week Path

Most students complete CREAS in about 12 weeks. Here is what that looks like, week by week.

<p><b>WEEKS 1-3</b></p> <p><b>Foundations</b></p> <p>Industry, compliance, communication</p>	<p><b>WEEKS 4-8</b></p> <p><b>Core Operations</b></p> <p>Listings, transactions, marketing, clients</p>	<p><b>WEEKS 9-11</b></p> <p><b>Business Systems</b></p> <p>Vendors, reporting, AI tools</p>	<p><b>WEEK 12</b></p> <p><b>Capstone &amp; Certification</b></p> <p>Synthesis, exam, credential</p>
--	---	---	---

## TIER 1

# Foundations

*Learn the industry before you touch a transaction.*

**MODULE 01**

## Real Estate Industry Foundations

Get oriented to how residential real estate actually works and where the administrative role fits inside a brokerage, team, or solo agent practice.

**WHAT YOU WILL LEARN**

- How brokerages, teams, and solo agents are structured
- The full transaction lifecycle from listing to close
- Key industry players and what each one does
- The language and terminology used every day
- How agents earn money and what drives their priorities

**TOOLS AND TEMPLATES**

- Industry terminology glossary
- Brokerage structures reference
- Transaction lifecycle map
- Role-clarity worksheet

**MODULE 02**

## Legal Compliance and Professional Boundaries

Understand what you can and cannot do in this role, why it matters, and how to protect yourself, your agent, and the client.

**WHAT YOU WILL LEARN**

- The legal limits of unlicensed administrative work
- Privacy, confidentiality, and data handling rules
- Anti-money laundering and identity verification basics
- Ethical standards and professional conduct expectations
- Documentation practices that protect everyone involved

**TOOLS AND TEMPLATES**

- Scope of work boundaries reference
- Confidentiality agreement template
- Compliance red-flags checklist
- Documentation standards guide

**MODULE 03**

## Professional Communication and Technology

Build the communication skills and core technology fluency needed to operate professionally with agents, clients, and service providers.

**WHAT YOU WILL LEARN**

- Professional written communication standards
- Phone, email, and video meeting etiquette
- Calendar, file management, and cloud storage best practices
- Common real estate software platforms and how they connect
- Setting up secure, professional digital workflows

**TOOLS AND TEMPLATES**

- Email templates library (40+ scenarios)
- Phone-script reference card
- File-naming conventions guide
- Tech-stack starter checklist

## TIER 2

# Core Operations

*Run listings, transactions, and client communication.*

**MODULE 04**

## Administrative Management

Master the day-to-day operations of an administrative role: managing time, tasks, inboxes, and the agent who depends on you to keep everything moving.

**WHAT YOU WILL LEARN**

- Inbox, calendar, and task triage systems
- Working with a busy agent without becoming a bottleneck
- Standard operating procedures and how to build them
- Managing competing priorities across multiple files
- Daily, weekly, and monthly admin rhythms

**TOOLS AND TEMPLATES**

- Daily admin workflow template
- Inbox triage system
- SOP-builder framework
- Weekly review template

**MODULE 05**

## Marketing Support

Execute the marketing tasks that drive listings, build the agent brand, and keep them visible to past, current, and future clients.

**WHAT YOU WILL LEARN**

- Listing marketing fundamentals and timelines
- Social media planning, scheduling, and reporting
- Email marketing, newsletters, and database campaigns
- Print and digital collateral coordination
- Brand consistency and asset management

**TOOLS AND TEMPLATES**

- Listing marketing checklist
- Social media content calendar template
- Newsletter framework
- Brand asset library structure

**MODULE 06**

## Listing Coordination

Take a listing from signed agreement to live on the market, cleanly, accurately, and on schedule, every time.

**WHAT YOU WILL LEARN**

- Pre-listing preparation and document collection
- Photography, staging, and showing logistics
- MLS data entry and listing description writing
- Coordinating across photographers, stagers, sign installers, and inspectors
- Listing launch and first-week activation

**TOOLS AND TEMPLATES**

- Pre-listing checklist (50+ items)
- Vendor coordination tracker
- MLS data-entry workflow
- Listing launch sequence

**MODULE 07****Advanced Listing Management**

Manage active listings end to end: showings, feedback, price changes, marketing pivots, and the conversations that turn interest into offers.

**WHAT YOU WILL LEARN**

- Showing scheduling and feedback collection
- Price reduction and re-marketing workflows
- Open house preparation and follow-up
- Status updates for sellers and stakeholders
- Withdrawal, expiry, and re-listing procedures

**TOOLS AND TEMPLATES**

- Showing feedback tracker
- Price change communication scripts
- Open house playbook
- Seller update template

**MODULE 08****Client Care and Database Management**

Build the systems that turn one transaction into a long-term client relationship and a referral pipeline that does not depend on luck.

**WHAT YOU WILL LEARN**

- CRM setup, segmentation, and ongoing hygiene
- Client touchpoint plans across the year
- Past-client nurture and reactivation campaigns
- Closing gifts, milestones, and personal-touch systems
- Referral request scripts and timing

**TOOLS AND TEMPLATES**

- CRM setup framework
- 12-month touchpoint calendar
- Closing gift program template
- Referral request scripts

**TIER 3****Business Operations**

*Build systems that scale your output.*

**MODULE 09****People and Vendor Management**

Coordinate the network of professionals around every transaction so deals close on time and the agent looks great doing it.

**WHAT YOU WILL LEARN**

- Building and maintaining a vendor and service-provider list
- Managing photographers, stagers, lawyers, lenders, and inspectors
- Communication standards that prevent dropped balls
- Issue escalation and problem solving on live files
- Onboarding new contractors and contributors

**TOOLS AND TEMPLATES**

- Vendor database template
- Service provider scorecard
- Issue escalation playbook
- Contractor onboarding checklist

**MODULE 10****Numbers, Metrics and Reporting**

Turn raw transaction data into the reports and dashboards agents actually use to run their business and make better decisions.

**WHAT YOU WILL LEARN**

- Tracking listings, transactions, and pipeline data
- Source-of-business and conversion reporting
- Marketing performance and ROI basics
- Building simple dashboards that get read
- Year-end reporting and tax-prep coordination

**TOOLS AND TEMPLATES**

- Transaction tracking spreadsheet
- Pipeline dashboard template
- Marketing ROI calculator
- Year-end reporting checklist

**MODULE 11****AI Tools for Real Estate Support**

Use AI to do your job faster, more accurately, and at a higher standard, without sacrificing judgment, accuracy, or compliance.

**WHAT YOU WILL LEARN**

- Practical AI use cases across the admin role
- Writing better prompts for real estate tasks
- Drafting listing descriptions, emails, and content with AI
- Reviewing AI output for accuracy and compliance
- Where AI helps and where it should never be used

**TOOLS AND TEMPLATES**

- Real estate prompt library
- AI listing description workflow
- AI review and accuracy checklist
- Tool selection guide

**TIER 4****Career Launch and Certification**

*Turn this into a role, client, or career move.*

**MODULE 12****Building Your Professional Portfolio**

Package your skills, experience, and CREAS credential into a portfolio that gets noticed by hiring agents, brokerages, and prospective clients.

**WHAT YOU WILL LEARN**

- Resume and LinkedIn positioning for real estate admin roles
- Building a portfolio of work samples and case studies
- Articulating your value, rates, and scope
- Using the CREAS designation, badge, and verification
- Online presence and personal brand basics

**TOOLS AND TEMPLATES**

- Real estate admin resume template
- LinkedIn profile framework
- Portfolio sample structure
- Rate card and scope worksheet

**MODULE 13****Job Search, Client Acquisition and First 90 Days**

Land the role or land the client, then deliver a first 90 days that earns trust, builds the relationship, and sets up everything that follows.

**WHAT YOU WILL LEARN**

- Where to find real estate admin opportunities
- Interviewing, proposing, and negotiating well
- First-week, first-month, and first-90-days plans
- Setting expectations, scope, and communication norms
- Building referrals and your next opportunity from day one

**TOOLS AND TEMPLATES**

- Job search and outreach tracker
- Interview question playbook
- Onboarding plan template
- First 90-day review framework

**MODULE 14****Capstone and Certification**

Pull everything together, demonstrate your competency across the full curriculum, and earn the CREAS designation.

**WHAT YOU WILL LEARN**

- Synthesizing skills across all 13 prior modules
- Working through a comprehensive transaction case study
- Demonstrating compliance, communication, and execution
- Final exam preparation and review strategy
- Activating your CREAS credential and joining the directory

**TOOLS AND TEMPLATES**

- Capstone case study workbook
- Final exam study guide
- Self-assessment scorecard
- CREAS credential activation guide

# What You Earn

CREAS is a verified professional credential, not a course completion certificate. When you pass the final exam, you receive a credential package that signals your competency to brokerages, agents, and prospective clients.

<b>DESIGNATION</b>	The right to use CREAS as a post-nominal after your name on your resume, email signature, LinkedIn profile, and proposals.
<b>UNIQUE CERTIFICATION ID</b>	A verifiable certification number that can be looked up in the public CREAS directory by any agent, brokerage, or client.
<b>DIGITAL BADGE</b>	A shareable digital badge for LinkedIn, email signatures, and your portfolio.
<b>DIRECTORY LISTING</b>	Inclusion in the public CREAS verification directory so your credential can be confirmed at any time.
<b>THREE-YEAR VALIDITY</b>	Your CREAS designation is valid for three years from the date of certification.

**BUILT BY PAM IVEY**

**Founder of REA University since 2006.**

*20 plus years training real estate administrative professionals.*

**You do not need more experience.  
You need a standard.**

*CREAS gives you that standard.*

## **GET STARTED**

**View program details and enroll at [reauniversity.com](https://reauniversity.com).**

Start when you are ready. Finish with a credential that proves what you can do.