



PREVIEWS® PROPERTY SPECIALIST

CERTIFICATION PROCEDURES AND REQUIREMENTS

Certification as a **Previews** Property Specialist entitles a sales associate or team to use the designation in their personal marketing efforts for luxury residential properties, including the Previews business cards, stationery and yard signs.

THE TWO-STEP CERTIFICATION PROCESS REQUIRES

1. Documented participation in four (4) **Previews** quality/priced listings for single agents or documented participation in eight (8) **Previews** quality/priced listings for teams.
2. Completion of the course offered through Coldwell Banker University (CBU), your LOC or CBU accredited company trainer.

CERTIFICATION REQUIREMENTS

1. During the past 24 months, individual agents must have participated in the sale of at least four (4) properties; two of which the agent was responsible for developing a marketing plan specific to the individual listings. Teams must have participated in the sale of at least eight (8) properties; four of which the team was responsible for developing a marketing plan specific to the individual listings.

***Previews** properties must be priced at or above, minimum price threshold established by the **Coldwell Banker** international headquarters; thresholds for US, Canada and International masters may be found on Coldwell Banker Works. In addition, the property should be of exceptional quality and style, and reflect the prestige image of the **Coldwell Banker Previews International**® Program.*

2. Verification of sales associate's or team's performance, must be supported by branch manager's written acknowledgement on the production form provided.
3. Once production has been verified by **Coldwell Banker Previews International** headquarters – agent or team will be permitted to order personalized yard signs, stationery and business cards.
4. Agents or teams will be expected to complete the **Previews** certification course within six months from the date the production form was verified by **Previews** headquarters. May be taken as offered through Coldwell Banker University, your LOC or accredited company trainer.
5. Completed and signed copy of the production form should be emailed to: previews@coldwellbanker.com

Please allow three weeks for processing of certification.



PREVIEWS® PROPERTY SPECIALIST

PRODUCTION HISTORY FORM | AGENT

This is to acknowledge that _____ has achieved the performance criteria outlined below which entitles sales associate use of the designation, **Previews** Property Specialist.

PERFORMANCE AND PROPERTY CRITERIA ARE:

1. During the past 24 months, agent must have participated in the sale of at least four (4) properties; two of which the agent was responsible for developing a marketing plan specific to the individual listings.
2. Verification of sales associate's performance, must be supported by branch manager's written acknowledgement on the production form provided.
3. Once production has been verified by **Coldwell Banker Previews International**® headquarters – agent will be permitted to order personalized yard signs, stationery and business cards.
4. Agents will be expected to complete the **Previews** certification course within six months from the date the production form was verified by **Previews** headquarters.
5. Completed and signed copy of the production form should be emailed to: previews@coldwellbanker.com

The above sales associate entered the business approximately _____ DATE

Previews Certification training course was completed at _____ CITY DATE

TRAINER'S NAME

PROPERTY ADDRESS	ORIGINAL SALES PRICE	SALES PRICE

AGENT PRINT

AGENT SIGNATURE

DATE

AGENT TELEPHONE

AGENT E-MAIL ADDRESS

BRANCH MANAGER PRINT

BRANCH MANAGER SIGNATURE

DATE

BRANCH MANAGER TELEPHONE

BRANCH MANAGER E-MAIL ADDRESS



PREVIEWS® PROPERTY SPECIALIST

PRODUCTION HISTORY FORM | TEAM

This is to acknowledge that _____ and _____ has achieved the performance criteria outlined below which entitles sales associate use of the designation, **Previews** Property Specialist.

PERFORMANCE AND PROPERTY CRITERIA ARE:

1. During the past 24 months, team must have participated in the sale of at least eight (8) properties; four of which the team was responsible for developing a marketing plan specific to the individual listings.
2. Verification of team's performance, must be supported by branch manager's written acknowledgement on the production form provided.
3. Once production has been verified by **Coldwell Banker Previews International®** headquarters – team will be permitted to order personalized yard signs, stationery and business cards.
4. Teams will be expected to complete the **Previews** certification course within six months from the date the production form was verified by **Previews** headquarters. May be taken as offered through Coldwell Banker University, your LOC or accredited company trainer.
5. Completed and signed copy of the production form should be emailed to: previews@coldwellbanker.com

The above team entered the business approximately _____ DATE

Previews Certification training course was completed at _____ CITY DATE

TRAINER'S NAME

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PRODUCTION HISTORY FORM | TEAM

PROPERTY ADDRESS	ORIGINAL SALES PRICE	SALES PRICE

AGENT PRINT

AGENT SIGNATURE

DATE

AGENT TELEPHONE

AGENT E-MAIL ADDRESS

AGENT PRINT

AGENT SIGNATURE

DATE

AGENT TELEPHONE

AGENT E-MAIL ADDRESS

BRANCH MANAGER PRINT

BRANCH MANAGER SIGNATURE

DATE

BRANCH MANAGER TELEPHONE

BRANCH MANAGER E-MAIL ADDRESS