Become the Agent Every HOA Wants

Stand Out. Get Certified. Win Listings in HOA Communities.





Why Most Agents Struggle in Today's Market

- Homeowners know 8–12 agents competition is intense
- Agents give referrals but don't often get them back
- Few are prepared for HOA-specific issues that can stall deals







Why HOAs Are the Goldmine You're Missing

- 53% of U.S. homes are in HOAs
- HOA homes sell for 5–6% more on average
- Most agents are not trained to navigate HOAs



THE FUTURE OF COMMUNITY



Introducing the Certified HOA Specialist[™]

KEY BENEFITS

- 4-hour, self-paced online course
- Learn CC&Rs, financial red flags, working with HOA boards
- Designed exclusively for real estate professionals
- Endorsed by HOA.com and RESAAS





What You Gain as a Certified HOA Specialist[™]

- 01
- 02
- 03
- 04



Win more listings in HOA neighborhoods

Avoid costly mistakes and speed up closings

Build trust with boards, vendors, and homeowners

Promoted by HOA.com as a certified expert

CHS | CERTIFIED HOA SPECIALIST

HOA.CO THE FUTURE OF COMMUNITY

Everything You Need to Succeed

Lifetime Certification

 \checkmark

endorsement video

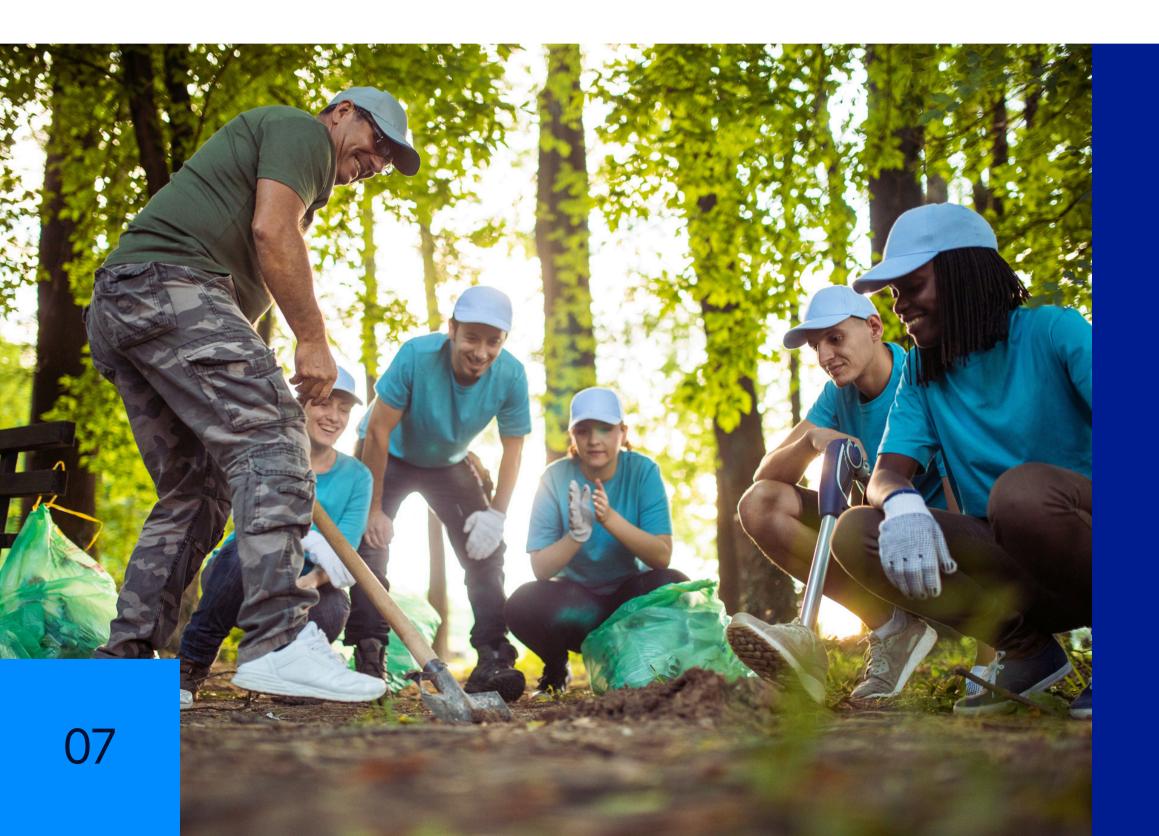


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- Community Activation Playbook
- HOA Listing Presentation Kit
- Done-for-you Blogs, Flyers, Social Posts
- Raving Referrals for Real Estate Agents book
- First 100 agents receive a personalized

Be More Than an Agent. Be a Community Champion.



- Lead with love, honor, and respect
- Host community events and foster neighbor unity
- Elevate your credibility and visibility locally

HOA.COM

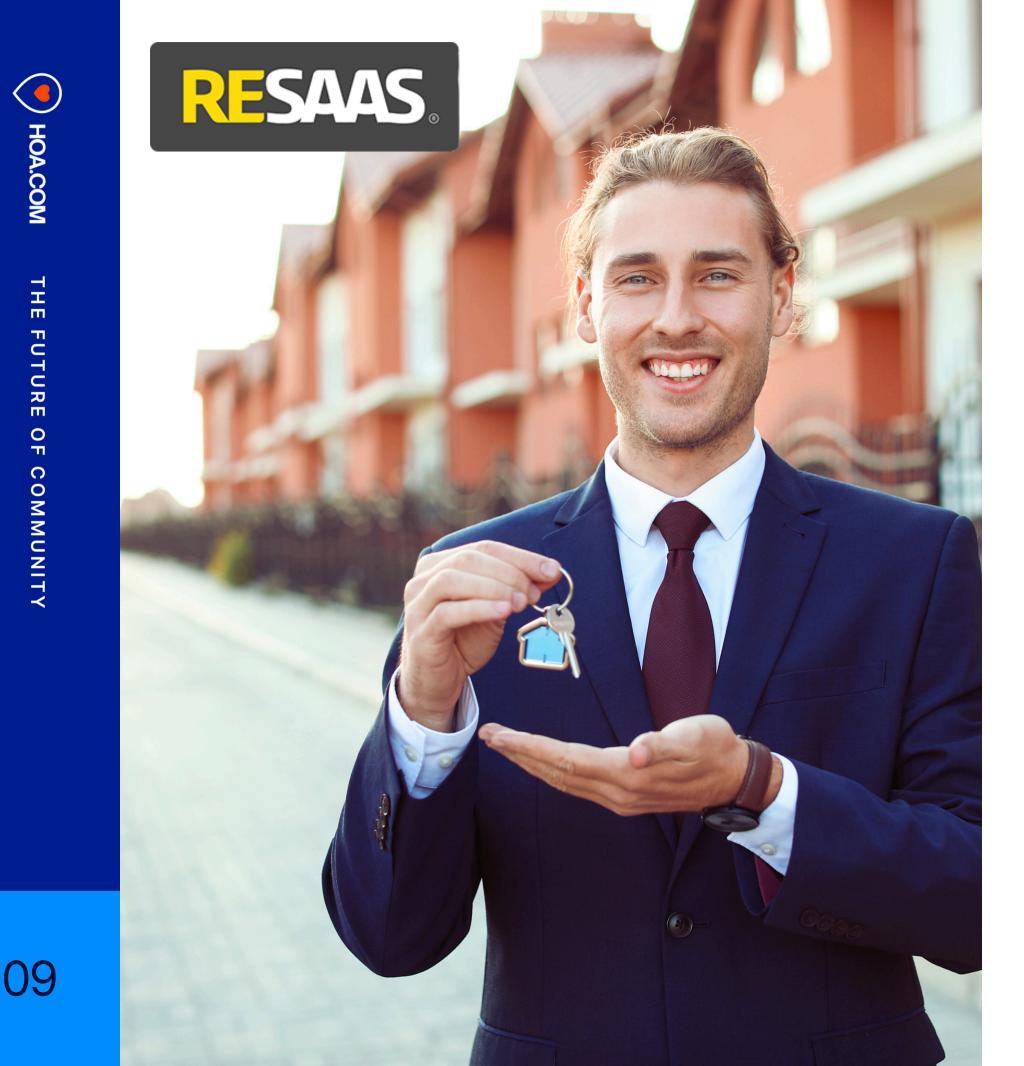
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Early Success Metrics

- 60% CTR on "I want more listings" CTA
- 913 visitors from a single podcast appearance
- Reach of 900,000+ agents via upcoming MLS Match/Immobel campaign







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Special Pricing for RESAAS Agents

• Regular price: \$499 • RESAAS-exclusive offer: \$299 • Promo code: RESAAS • URL: https://hoa.com/resaas

You're Ready. Here's What Happens Next.



01 Enroll in CHS

02 Claim your 03 Access your toolkit community on HOA.com and certification badge





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04 Get promoted as a Community Champion

05 Win more listings with HOA credibility



Questions?

Get sta HOA.C



- Get started today
- HOA.COM/CHS
- HOA.COM/RESAAS

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