

Become the Agent Every HOA Wants

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



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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



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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



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



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What You Gain as a Certified HOA Specialist™

- 01 Win more listings in HOA neighborhoods
- 02 Avoid costly mistakes and speed up closings
- 03 Build trust with boards, vendors, and homeowners
- 04 Promoted by HOA.com as a certified expert



Everything You Need to Succeed

- ✓ Lifetime Certification
- ✓ 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 endorsement video

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

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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RESAAS



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 community on HOA.com



03 Access your toolkit and certification badge



04 Get promoted as a Community Champion



05 Win more listings with HOA credibility



Questions?

Get started today

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