



Affiliate Partner Program



Dear Prospective Partner,

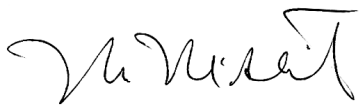
Thank you for considering a partnership with The CE Shop.

At The CE Shop, we've become a national leader in online real estate education. Our mission is to provide an educational experience that enhances the lives of our professionals and the communities they serve. Our courses can enhance the professional development your organization offers your members—which is why we developed our Affiliate Partner Program. Providing convenient and flexible learning enhances the support your organization provides your members.

Please review the benefits of our Affiliate Partner Program and learn how we help you deliver more learning options and increase income for your organization. Partnering with us requires no financial investment. In fact, our Partner Account Manager assigned to your organization is like another experienced member on your team.

On behalf of everyone from The CE Shop team, I look forward to working with you.

Kind regards,



Michael McAllister
Founder and CEO
The CE Shop



Our Mission

To provide an educational experience that enhances the lives of our professionals and the communities they serve.

Our Vision

To be the world leader in professional education.

Our Core Values

- We are customer focused
- We respect each other
- We do what we say
- We are committed to improving
- We have fun
- We give back

How We Do It

The professionals we serve touch the lives of millions of individuals and families across the United States. We believe that as we enrich the lives of these professionals, they in turn will positively impact the lives of all those they touch. It is this that drives our business.

We will do this by providing an excellent educational experience with strict attention to quality course content, effective and efficient course delivery methods and being passionate about each and every customer experience.



The CE Shop's Online Learning Environment

A more valuable education option for your agents.

Your objective

To provide **high quality education** to your agents and offer **valuable services** as part of their relationship with you.

Partnering with us helps you meet your objectives

The CE Shop's **online learning environment** doesn't push content. We provide your agents with a **learning experience that optimizes their time** and helps them better retain information, ensuring a **strong return on their professional development investment**.

Why online learning?

Simply put, **convenience and flexibility**. You give your agents more **control** over their time and more **opportunities** to learn the material at their own pace.

Plus, because our compliance team works with regulators across the US every day you'll be providing the most **current** and **relevant** information available.

“Partnering with The CE Shop has been one of the best decisions our association has ever made.”

*– Linda Hitchcock,
Orlando Regional REALTOR®
Association*

Why provide The CE Shop platform to your members?

What would it mean if you could...

Support learning with easy access to help, reports, a robust glossary, plus handy icons that guide users through the content and even recommends when to take notes.

Minimize the cost and workload for your multi-state members by providing additional certificates of completion.

Provide an organized and easy-to-navigate user experience that even a technology novice can manage and enjoy.

Provide your members access to a Course Advisor available to answer all their questions.

Make the subject matter so interesting and engaging that your members will think the instructor is speaking just to them.

Present relevant information in manageable bite-sized paragraphs—a proven way to enhance learning and strengthen memory recall.

Enable members to frequently test their comprehension with knowledge check points. They can always return to review previous pages before taking the final exam.

Give them one year to complete their courses and instant access to their certificates of completion for at least 5 years.

Could your organization benefit?



Top Reasons to Partner with The CE Shop

Increased Revenue

Your organization earns a commission from all member enrollment orders placed through your site.

Member Support

Our dedicated toll-free number enables your members to get answers to their technical, billing and course related questions from a Course Advisor.

Custom Website

We create, host and maintain your organization's new online website that becomes a central hub for your members.

Administrative Access

You'll have your own administrative site where you can monitor your commissions earned, student enrollments, courses and much more.

No Financial Investment

There is never any cost to your organization to partner with The CE Shop.

Dedicated Manager

You'll be assigned your own Partner Account Manager (PAM) who will be your main point of contact. They will work with you to set goals and conduct reviews. Your manager can also help you select and implement the tactics of your annual marketing plan.

Hassle-free Reporting

We handle the approval process, ARELLO certification and completion reporting for you and your members.

Effortless Marketing

We help promote traffic to your site using our comprehensive Affiliate Marketing Toolkit. The Toolkit includes a range of tools including automatic emails and content. We do the work and you control the communication to your members.

"The term 'Partnership' does not describe what The CE Shop has done for our Board of REALTORS®"

- Kelley Anderson, Salt Lake Board of REALTORS®

Partnership Details - How the Process Works

First year in program



Partnership Details - How the Process Works

Years 2, 3, 4 and on





Affiliate Marketing Toolkit

Full support to help meet your annual enrollment and commission goals.

Renewal Reminder Email Templates

An email template that you can customize and remind your agents that their license renewal is coming up.

Social Media Cheat Sheet

A cheat sheet published monthly that includes articles to post, tweets, hashtags to use, who to follow and some great quick tips to get you started.

Blogs

Several monthly blog posts for you to copy and paste into your own template and send to your agents to help grow their business.

Monthly Promo

A specialized ad designed each month to post on your website with a monthly promotion code.

Affiliate Best Practices

A successful marketing campaign includes multiple platforms. We've compiled some of the best tips to help you make our partnership more successful.

Free Image Library

A free library of high quality images that you can download and use in any of your marketing materials.



Affiliate Pre-Pay Program

This powerful program gives you the ability to purchase courses in 'bulk' and offer them to your audience as complimentary courses.

How It Works

1. You request a specific quantity of courses or packages.
2. We provide bulk discounts based on your order size determined by the sliding scale below:
 - \$0-\$999: 35% off
 - \$1,000-\$4,999: 40% off
 - \$5,000+: 45% off
3. After purchase, we provide a promotional code for you to distribute to your audience. This promotional code will zero out the cost of the agreed upon course or package at checkout.

*“Contact The
CE Shop! You
won’t be
disappointed.”*

*– Elaine West, Greater Lansing
Association of REALTORS®*

Steps to forming a Partnership

Partnering with us is as easy as 1-2-3-4

1

Set annual enrollment target. Work with us to determine a reasonable enrollment and commission goal for your first year.

2

Identify marketing support. Tell us how your organization markets today and review the Marketing Toolkit with us to determine which parts of our kit will fit in best with what you're already doing.

3

Agree to partner. We'll send you a 2-page partner agreement for your signature. This is a simple document indicating The CE Shop's commitment to honor the commission paid to your organization for every enrollment from your course website. This agreement renews automatically every year, and can be terminated at any time. Simply return it with a copy of your logo (for your website).

4

Check out your new website and begin. Once you return your partner agreement, we schedule a convenient time to show you and your colleagues your new website. You will get access to your Affiliate Marketing Toolkit and your dedicated Partner Account Manager will schedule quick reviews for monitoring enrollment progress and adjust the marketing, if necessary.

Frequently Asked Questions

About the Affiliate Partner Program

Our members already enroll in the live instruction courses we provide—why should we offer them online courses?

For the following reasons, you might consider offering your members both live and online instruction options:

- Research tells us that 50% or more of all real estate professionals are seeking online continuing education options.
- Your members are busy, mobile professionals who need the convenience of online education, especially those that may not be able to allocate time to a classroom learning opportunity.
- Providing more quality education options means more value for your member's affiliation with your organization.

Even if I wanted to offer an online learning course option, my organization doesn't have the budget to promote it.

Don't worry if you don't have the budget, or perhaps the time to promote it. We've designed our Affiliate Partner Program to fit within your schedule; and best of all, promoting our courses requires no financial investment. We have striven to develop a program that is easy for you. The best part? You remain in control of all communications to your members.

How much technical capability is required from my organization to support our co-branded course website, plus the promotional advertising for it?

None whatsoever. The benefits of partnering with The CE Shop are many, a couple include:

- We create, host and maintain your online course website, so no need for IT assistance from your side.
- We automatically update the promotional image from your main website that links to your new co-branded course website.
- Each month we provide you with fresh new marketing content that you can draw upon and integrate into your communications without any technical skills.

I may need help setting an enrollment target each year. I'm not sure how to think about it or even how to get started.

When you become an Affiliate Partner, you'll be assigned a dedicated Partner Account Manager who will be your 'go to' person. They will guide you through the process each year, helping you determine a reasonable annual enrollment goal. Your PAM will also be responsible for guiding the marketing and promotion required to meet or exceed the enrollment goal you set together. Once the program kicks off, your PAM will be monitoring your organization's enrollment progress throughout the year. You'll connect periodically to review progress and make changes to the program as necessary.

Frequently Asked Questions Continued

If I partner with The CE Shop and offer online courses, will I be deluged with customer support calls from our Members?

Not at all. The beauty of our program is that we manage all the course content, IT systems and compliance which means we support your members in all stages of their learning experience. We provide toll-free access to a Course Advisor as a service to your members. When they call us, your members can get answers to their technical, billing and course content questions from one dedicated source created just for them.

I'm in favor of online learning, but I don't think I can convince others in my organization who prefer more traditional continuing education options.

We hear this from a few of our partners—less and less each year. Online learning is an abstract concept. If you've never experienced an online course, it's difficult to picture how it works, most especially by those who are still novices using the Internet. This is why we are more than willing to provide you trial access into one of our courses. You can show them how simple and convenient it is to learn online.

Does the Agreement need to be signed by our President or CEO?

It's not necessary. Partnering with us requires no financial investment and you can terminate the agreement at any time. Your signature tells us that you're willing to offer an online continuing education option to your members and that you'll support our marketing recommendations. For your benefit, it describes our commitment to honor your commission rate and send quarterly commission payments to your organization based on your members' enrollments.

Is there any reason my organization should not partner with The CE Shop?

We don't think so. But we will say that our most successful partners, particularly those who receive large quarterly commission payments, are committed to delivering continued value to their members, and they believe in the benefits delivered by an online learning experience. They know that we're only a piece of their larger member services strategy, and that they can rely on us to deliver. Their partnership requires no financial investment, their members love our courses and they appreciate the support we provide their members and to them. We take the word "partner" seriously, and recommend you give us a risk-free try.



Thank you!

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