



# Crystal Evans

Vice President of Professional Development & Marketing

## CONTACT

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## PROFESSIONAL DEVELOPMENT

- Teach Windermere's Tech Tools throughout the region
- Train the local trainers for offices located within MW region
- Develop classes on new Windermere tools and programs
- Create how-to videos on WORC site tools to aid in agent training and development
- Serve on Windermere's ProDev team to create, improve and implement new education opportunities for agents
- Collaborate with ProDev team to plan company events: Summit, Symposium, Owners Retreat
- Work as admin for Spokane Ninja installations and local events
- Research, recruit and develop new Windermere franchises
- Work with owners to help recruit new agents and grow their business

## TECHNOLOGY

- Serve on Windermere's technology team to keep current with Tech Tools
- Work with technology team to host quarterly webinars to keep staff up-to-date on changes
- Bi-weekly phone calls with technology trainers and Moxi staff in regards to upcoming technology releases, including implementation and time frame
- Perform beta-testing on new product/program releases
- Technology and training questions/concerns from agents, staff and owners

## MARKETING

- Responsible for email reminders of upcoming training and events
- Social media, generational, marketing and mindset training for agents and owners
- Manage Xpress Docs accounts for agents, owners and staff
- Maintain Windermere Lease Source website

## NEW AGENT ORIENTATION

- Host & schedule Windermere Orientation for MW region
- Provide training on Windermere's Tech Tools: Present, Engage, Websites
- Maintain Windermere MW Orientation website

## CONTINUING EDUCATION

- Maintain WA State Broker's license – 30 CE credits