



Accredited
Agency
Membership



Explore the key components of the Independent Travel Advisor Playbook, designed to empower you on your path to becoming a successful advisor.

THE INDEPENDENT TRAVEL ADVISOR PLAYBOOK WITH TRUE

Navigating the world of owning a travel agency can sometimes feel like setting sail on a vast ocean, filled with as much potential for adventure as there is for uncertainty. For the aspiring travel advisor eager to carve out their own niche, understanding industry accreditations such as TRUE (Travel Retailer Universal Enumeration, created by CCRA) is the compass that can lead to success and independence.





Understanding the TRUE Accreditation

The TRUE code stands apart as the pinnacle of industry accreditation, specifically because it's owned and managed by dedicated travel advisors and industry experts—not by airlines or cruise lines. This independence ensures that the code is designed with the interests of travel advisors at its core, ready to adapt to the needs of those it serves.



The Benefits of TRUE Accreditation

The appeal of TRUE lies in the freedom it offers. When you possess a TRUE code, you're not just earning commission; you're building a future for yourself, with a sales volume that uniquely defines your business.

You are your own entity, recognized directly by suppliers, validating every booking as a mark of your success and hard work.



A Path to Independent Recognition

One significant draw of TRUE accreditation is the direct relationship it fosters between travel advisors and suppliers. It eliminates third-party interference and ensures that all dues are paid directly to the deserving advisor. This recognition is invaluable for advisors who wish to distinguish themselves in a crowded market.



Commissions and Flexibility

The TRUE code is a gateway to unprecedented financial freedom. With the ability to choose the suppliers you work with and set your own commission rates, TRUE advisors enjoy a level of control and flexibility that is absent in many other models.



Support at your fingertips.

Visit our TRUE online network for expanded resources.

EMAIL: membership@ccra.com | FACEBOOK: CCRA.Travel
X: CCRA_Travel | LINKEDIN: CCRA.Travel

Building Your Supplier Network

Suppliers are the lifeblood of the travel industry—and your agency needs a robust network. With TRUE accreditation, you gain the freedom to hand-select the suppliers who align best with your business model.



Cultivating Direct Relationships

A strong supplier network is one that you curate personally. Your TRUE code allows you to connect directly with suppliers, nurturing relationships that benefit both parties. This direct approach can lead to exclusive deals, personalized support, and a level of service that directly ties to your reputation as a travel advisor.

Selecting the Right Partners

In the vast sea of suppliers, it's crucial to choose partners that enhance your agency's offerings. Look for suppliers who cater to your target market, understand your unique value propositions, and are aligned with the exceptional service you aim to provide. The TRUE accreditation grants you the power of choice. With over 200 partner suppliers you can rest assured there is a supplier that can fit your every need.

[Explore some of our top-notch supplier partners!](#)



Mastering the Art of Booking

The core of your operation lies in your ability to book travel efficiently and effectively. The TRUE accreditation equips you with the tools to streamline this process and maximize your earnings.

Securing the Best Deals

With a TRUE code, you can negotiate net rates, creating tailor-made travel packages that stand out in a competitive market. It's not just about offering the best prices to your clients; it's about ensuring that you're rightfully rewarded for the value you bring to each transaction.

Leveraging Technology

TRUE advisors are at the forefront of technology. Utilizing booking tools that complement your TRUE code can simplify and enhance the booking process, allowing you to focus on what you do best—providing exceptional travel experiences to your clients.

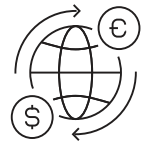


Maximizing Your Commissions

Commissions are the currency of the travel industry, and TRUE accreditation ensures you keep the lion's share. Your TRUE code makes you the direct recipient of your hard-earned commissions, leaving no room for intermediaries to take a cut.

Ensuring Commission Is Always Yours

The TRUE code guarantees that you receive 100% of your commissions, with payments made directly to you. It's a level of financial security uncommon in the industry, one that respects the effort and investment you put into your business.



Capitalizing on Sales Volume

Your TRUE code is a beacon that reflects the scope of your sales. Every transaction is a building block, not just in the satisfaction it brings your clients, but in the value it adds to your business. This sales volume, acknowledged directly by suppliers, is a testament to your agency's viability and potential yield.



Support and Education Resources

The TRUE accreditation is not just the stamp of an independent advisor; it's a community that supports and grows with you. Membership resources are tailored to nurture your skills, expand your knowledge, and provide opportunities for professional development.

Continuous Learning

Education is integral to growth, and TRUE membership offers a wealth of opportunities to learn. From webinars to in-person training events, you have access to industry knowledge that can sharpen your competitive edge.

Networking and Support

The true strength of TRUE lies in its supportive and collaborative community. Chapter meetings and online forums provide advisors the space to share experiences, seek advice, and build relationships that can last a lifetime.

Marketing and Growth

The TRUE platform offers tools to enhance your marketing efforts, enabling you to reach a broader audience and grow your business. Whether it's branding resources for your agency or the latest marketing strategies, TRUE equips you with what you need to succeed.

Live Events

CCRA hosts PowerSolutions events several times annually. These events are an opportunity for advisors to extend their network, meet suppliers, collaborate with fellow advisors, gain knowledge, and learn about exclusive FAM offers, and be entered into prize giveaways.



[Join us at an event or webinar!](#)

The TRUE Path to Success

In the dynamic and fluctuating terrain of the travel industry, TRUE accreditation offers a solid groundwork from which to build a thriving business. For the aspiring travel advisors the TRUE playbook is a treasure trove of guides, strategies, and insights that can transform ambition into accomplishment.

Pricing Structures and Considerations

The annual membership fee for TRUE accreditation is a nominal investment in the potential for your success as an independent agency owner. With the ability to add up to 24 sub-agents under your TRUE code at no additional cost, the TRUE accreditation offers an unparalleled opportunity to grow and scale your business.



Adaptable to Hybrid Models

The TRUE code is not an exclusive commitment. It complements existing agency models, giving you the freedom to maintain affiliations while also reaping the benefits of independence. This flexibility allows you to chart a course that aligns with your vision for your agency's future.

Selling Your Brand, Not Theirs

Possessing a TRUE accreditation means you are selling your brand, not that of a host agency or any other intermediary. It's an investment in the long-term value of your business, creating a tangible asset that can provide returns well into the future.



Planning for Business Continuity

In an industry where change is the only constant, TRUE accreditation offers a measure of autonomy and forward-planning. If the day comes when you wish to sell your business, you have a distinct and sellable entity in your TRUE code that can pave the way for a financially rewarding exit strategy.

In conclusion, the independent travel advisor playbook under the TRUE code is a comprehensive guide to launching and sustaining a successful travel agency. It not only imparts strategic insights and practical tips but also instills a sense of community and support vital for an industry renowned for its complexity and dynamism. For those seeking to forge their own path in the travel business, the TRUE accreditation is more than a credential; it's a passport to new horizons.

Next Steps for Aspiring Travel Advisors

For those inspired to take their first step towards becoming an independent travel advisor, the path begins with applying for TRUE accreditation. The process is streamlined to ensure that dedicated professionals can swiftly set the foundations for their business. It involves submitting an application that



showcases your commitment and readiness to operate under the highest standards of the travel industry. Following approval, the new member is welcomed into a vibrant community of travel professionals, with access to a suite of resources designed to kickstart their venture.

Fueling Growth through Collaboration

Once the TRUE code is secured, the focus shifts to leveraging the vast network of suppliers and fellow advisors. Collaboration is encouraged through forums, meetings, and seminars, where ideas are exchanged, and partnerships formed. This collaborative environment not only supports business growth but also fosters innovation, allowing advisors to offer unique travel experiences that cater to the evolving demands of travelers.

In essence, the TRUE code is not merely an accreditation but a launchpad that propels advisors towards achieving their dreams in the travel industry.

With dedication, strategic planning, and the support of the TRUE community, the possibilities for success are endless.

Seize the Day!

TRUE is the ONLY accreditation that is not owned by an airline, cruise line or other controlling interest. TRUE is owned by travel industry executives whose only concern is for the health and well being of the travel industry sales channel.

We want your business to succeed.

Why wait? [Apply for accreditation today!](#)

Still on the fence? Book a consultation with [Holly](#) or [Irene](#).



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