# Sample RRS™ Press Release

# “FOR IMMEDIATE RELEASE”

(*date*)

From: (company name)

Contact: (name, phone #, e-mail)

**(*Associate name*) of (*company name*) Earns**

**Real Estate’s Premier Residential Remodeling Designation**

(*Broker/company name*) is proud to announce that (*associate name*) has completed the real estate industry’s most comprehensive residential remodeling course to earn (*his/her*) national designation as a *Residential Remodeling Specialist™* professional. With this designation, (*he/she*) joins a group dedicated to providing the highest level of professionalism and service.

“This course is recognized as one of the very best offered in real estate,” explains (Mr./Ms. associate name).” The training covered all aspects of guiding home owners through the process of planning and remodeling their home and overall home improvement. Some of the topic areas include:

* Supporting various client journeys that define people’s needs — aging -in-place, multi-generational, work-at-home, home sale, home purchase, investment properties and more.
* Provide the most accurate and meaningful property valuation using an approach known as the Remodeling Value Analysis™.
* Identifying the most effective options for funding repairs and improvements including specialized renovation loans.
* Helping homeowners maximize the return on their remodeling investment, choosing the right contractors, quality design, understanding contracts, project management and much more.

“I’m excited to have more of our associates earning this certification,” explained (*Broker or manager name*), (*broker/manager*) of (*company name*). “More than ever before, home owners, buyers, and sellers are looking for professional support to help them navigate the waters of home improvement. This knowledge provides a foundation that allows them to communicate more confidently and professionally with buyers, sellers, appraisers, inspectors, lenders, designers, engineers and construction professionals. This expertise positions them to better help their customers make their best decisions.”

(Mr./Ms. associate name) has been active in real estate sales for (# years) and works in the (communities) areas. (He/She) also holds designations as (designations), has won awards as (awards) and is recognized as a (sales volume) leading sales producer. (He/She) can be reached at (phone, email, website, etc.).

(company profile here, (Company name, address, phone, email , web site)

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# Sample CNHS™ Press Release

# “FOR IMMEDIATE RELEASE”

(*date*)

From: (company name)

Contact: (name, phone #, e-mail)

**(*Associate name*) of (*company name*) Earns**

**Real Estate’s Premier New Home Sales Designation**

(*Broker/company name*) is proud to announce that (*associate name*) has completed the real estate industry’s most comprehensive new home sales course to earn (*his/her*) national designation as a *Certified New Home Specialist™*. With this designation, (*he/she*) joins a group of the most successful and highly-respected individuals in the profession of real estate.

“This course is recognized as one of the very best ever offered in real estate,” explains (Mr./Ms. associate name). “The training covered architectural design and planning, blueprint reading, topography, building site design, evaluating quality construction, materials, methods, construction terminology and scheduling. We also studied successful buyer/builder relations, all aspects of customer service and the use of various organizational tools and systems. I’ll be able to do a much better job of assisting anyone interested in a brand new or existing home.”

“I’m excited to have more of our associates earning this certification,” explained (*Broker or manager name*), (*broker/manager*) of (*company name*). “Knowledge is power, and I believe this training really sets our people apart when it comes to helping builders market new homes and home buyers make their best decisions.”

Completion of the *Certified New Home Specialist™* training involves over 20 hours of interactive computer-based course work, successful completion of the 200-page workbook and a 90% or better score on the certification test. The course was created by Dennis Walsh, CNHS, CSP, who is recognized internationally as a leading authority in all aspects of new home sales and marketing.

(Mr./Ms. associate name) has been active in real estate sales for (# years) and works in the (communities) areas. (He/She) also holds designations as (designations), has won awards as (awards) and is recognized as a (sales volume) leading sales producer. (He/She) can be reached at (phone).

(company profile here)

(Company name, address, phone, e-mail , web site)

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