

Local REALTOR e-PRO[®] Agent Utilizing Technology To Provide Consumers With State-of-the-Art Services

(Sept. 1, 2006) – As more and more consumers begin their search for real estate-related information on the Internet, it is critical that real estate professionals are well educated in the use of technology to the benefit of both the consumer and the agent and/or broker.

Realizing the importance of technology training, the National Association of REALTORS[®] (NAR) now offers its members the e-PRO certification course -- the only technology certification program offered by NAR. The program is designed to prepare real estate professionals to make the most of Internet technology and to identify, evaluate, and implement new Internet business models. The elite group of course graduates represents only one percent of all REALTORS in the country including Donna D. Taylor of RE/MAX Brokers in Kailua-Kona, Hawaii.

“The real estate industry has undergone a fundamental change over the past five years,” Donna said. “Today, more than 70% of all buyers and sellers begin their search online. As an e-PRO certified agent, I have knowledge and tools needed to provide my clients with the information they need and the customer service they demand. It’s both hi-tech and hi-touch.”

The REALTOR e-PRO[®] certification course is an educational program unlike any other professional certification or designation course available, comprehensive and interactive. It is specifically designed to provide real estate professionals with the technology tools needed to assist consumers in the purchase or sale of a home.

The exclusive REALTOR e-PRO® certification course is presented entirely online and certifies real estate agents and brokers as Internet professionals. The course is designed to help REALTORS® stay at the leading edge of technology and identify, evaluate and implement new Internet business models.

Once completed, the e-PRO certified real estate professional joins the ranks of a special community of highly skilled and continuously trained professionals who provide high quality and innovative online-based real estate services.

Consumers can identify the e-PRO through the exclusive e-PRO Internet Professional logo.

Both the content and the delivery platform were created by San Diego-based technology company InternetCrusade®. Graduates use the skills they've acquired to provide clients information on properties for sale, local communities, and the local real estate market.

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