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## **PRESS RELEASE**

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FOR IMMEDIATE RELEASE

### **REALTORS® DESIGNATE NOVEMBER AS REALTORS® DESIGNATION AWARENESS MONTH**

TUCSON, Ariz. (November 1, 2016) – The Tucson Association of REALTORS® (TAR) and the NATIONAL ASSOCIATION OF REALTORS® (NAR) are pleased to announce November as REALTOR® Designation Awareness Month. NAR established November as an important month in which to encourage its members to start or complete an officially endorsed designation or certification through NAR or one of its Institutes, Societies and Councils.

“In today’s market, continuing education is our best way to stay ahead of the competition. Now more than ever, successful agents must keep current on issues, involving technology, changing legalities, and many other central components of the business,” stated Andrea Ballard, Chief Operating Officer of Tucson Association of REALTORS®. NAR offers advanced designation and certification programs to help members remain up-to-date in such a dynamic environment. Although other designations exist, only these carry an official NAR endorsement.

Ballard adds, “REALTORS® have access to advanced education designation and certification programs, tailored to virtually every real estate specialty. Beyond building skills, knowledge and productivity, these prestigious programs enhance the professional image of REALTORS® and take our members to the next level.”

In 2008, the National Association of REALTORS® created NAR’s Green Designation to serve the growing demand for green expertise in real estate. The Green Resource Council awards the industry-recognized NAR Green Designation to REALTORS® who have met the educational and practical requirements.

The first NAR GREEN designee in Tucson is 2015 TAR Board President, Nicole Brule-Fisher, who is also the first certified Tucson EcoBroker®. Brule-Fisher stated, “Responsible. Ethical. Green. Sustainable. I believe these are the keystones to our success as REALTORS® in our community.”

The NATIONAL ASSOCIATION OF REALTORS® and Tucson Association of REALTORS® strongly encourage its members to increase their professional image, marketability, productivity and earnings through the pursuance of a designation or certification program. For a complete list of the official NAR family designations and certifications, visit [www.realtor.org/designations-and-certifications](http://www.realtor.org/designations-and-certifications).

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*The Tucson Association of REALTORS® (TAR) represents the interests of more than 5,100 professionals in Southern Arizona as the voice of the real estate industry. The REALTOR® trademark is for use only by members of the National Association of REALTORS®. Details at [www.tucsonrealtors.org](http://www.tucsonrealtors.org).*