



PRESS RELEASE

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REALTORS® Continue to Go Green

Featuring More Green Designees and Green Features in the MLS

TUCSON, AZ. — (December 8, 2009) — November was a big month for the Tucson Association of REALTORS® Green Task Force. It brought EcoBroker International, the first green designation for real estate professionals to Tucson. As a result, Tucson now has more EcoBrokers® at their service! In addition, Tucson Association of REALTORS® & Tucson Multiple Listing Services unveiled their green features options in the TARMLS.

Tucson Association of REALTORS® Green Task Force hosted EcoBroker® International in Tucson, the first time that EcoBroker® has taught the course in the State of Arizona. Because of that effort, Tucson now has 21 more EcoBrokers® to serve the Tucson community. Elsa Marcano, an EcoBroker® from Realty Executives Southern Arizona said, "I am excited to receive the EcoBroker® designation. The training was very informative, exceeded my expectations, & motivated me to look at my daily endeavors in a new & eco-logical way." Donna Reed, also from Realty Executives Southern Arizona said, "I believe just the additional knowledge I can now bring to prospective buyers related to dollar & energy savings in simply easy ways is of huge value.

Tucson Association of REALTORS® & Tucson's Multiple Listing Services unveiled their green features options in the MLS after months of study & retooling. Now Tucson's REALTORS® & the Tucson community are able to fully capitalize on the green features that a property boasts. Now, Tucson REALTORS® & Sellers can highlight with ease those green features that a home offers. Tucson is one of a few MLS' in the nation to green their MLS. With more than 50 green features as options agents can choose from Low E Dual Pane Windows, to an infill site, to rainwater harvesting upgrades & different Green Certifications for homes. Tucsonans are now better served by an MLS system that is listening to a market demand which is shifting to a green, more sustainable consciousness.

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The Tucson Association of REALTORS® is the largest trade association in Southern Arizona, representing the interests of over 5,800 professionals in the real estate industry. REALTOR® is a collective membership mark that may only be used by members of the National Association of REALTORS®.