**RE/MAX Agent Earns Professional Designation  
to Better Serve Homebuyers**

**CITY, State**, **Date** – (First and last name) of RE/MAX (Office) in (City) has earned the prestigious Accredited Buyer’s Representative (ABR®) designation presented by the Real Estate Buyer’s Agent Council (REBAC) of the National Association of Realtors® (NAR).

“(First name) has elevated (His/her) knowledge of the home buying experience and (He/she) is exceptionally prepared to provide buyers an outstanding quality of service,” said (First and last name), (Title) of RE/MAX (Office). “Seasoned agents like (First name), and the thousands of RE/MAX Associates who are already ABR certified, know that extensive education and training is essential to thoroughly represent buyer-clients.”

The ABR designation is designed for real estate buyer agents who focus on working directly with buyer-clients at every stage of the home-buying process. NAR and its affiliated institutes, societies and councils provide a wide-range of programs and services that assist its members in increasing their skills, proficiency and knowledge. Designations and certifications acknowledging experience and expertise in various real estate sectors are awarded by NAR and each affiliated group upon completion of required courses.

“Homebuyers want and appreciate working with a professional real estate agent who is qualified and skilled to represent their unique needs in real estate transactions,” said (Last name), who has more than (Number) years of local real estate experience. “Achieving the ABR designation is a significant milestone for me and I’m eager to utilize my elevated skills and expertise when assisting clients find and buy their new homes.”

NAR and its affiliates offer designations and certifications for a wide range of real estate specialties. Earning these designations and certifications helps members increase their expertise and marketability, giving them a professional advantage.

(Last name) also has achieved (List other designations) designations. For more information about (Him/her) or RE/MAX (Office), please visit (Website) or call (Phone number).

For more information on the ABR designation, please visit www.rebac.net.

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**About RE/MAX (Office Name):**

RE/MAX (Company Name) is a locally owned and operated full-service real estate brokerage located in (Town and State or metropolitan City and State). Founded in (Year), the brokerage has (Number) Realtors® and specializes in (Residential and/or Commercial) real estate. RE/MAX (Company Name) is a proud supporter of (Children’s Miracle Network Hospitals®, Susan G. Komen®, and other charities), and is located at (Mailing Address). To learn more, please visit (URL). Each office independently owned and operated.

Contact:

Name, Title

Phone, Email