



PRESS RELEASE

For Immediate Release

Contact: John Hummer (505) 496-7272

(Las Cruces) ---(October 2, 2007)---Steinborn GMAC Real Estate held its first in-house national Certified Residential Specialist (CRS) course for its team of REALTORS. CRS is the preeminent training organization for residential REALTORS.

The training was held in Steinborn's training center on September 26th and 27th and was a highly specialized course in customer service referral-based business. The course is one in a series of professional education sequences required to qualify for the coveted CRS designation.

The course covered implementation of specific ideas to add value to and ensure the delivery of exceptional customer service both during and after the buying and/or selling of a home. During the two-day course, students were subject to hands-on development of plans and programs designed to ensure the professionalism of the residential sales associates.

Kevin Wilson, REALTOR, states, "There are many new unique and compelling strategies for enhancing the customer's experience and I have already begun to apply the strategies covered during this course in my work at Steinborn GMAC Real Estate."

The following Steinborn team members completed the national course:

David Barnhart, Evelyn Bruder, Ron Bruder, Sharon DeBaal, Louis Edwards, Arlene Ehly, Eileen Frietze-Hernandez, Janice Gutierrez-Ehly, Monica Guzman, Christina Hernandez, John Hummer, Jeremiah Lay, C.J. Pierce, Laura Reynolds, Melissa Rudin, Mary Schurtz, Joanie Simon, Davina Synan, Dora Tafoya, Gloria Tibbetts, Renee Van Doren and Charles White.

The Council of Residential Specialists courses are presented throughout the US in affiliation with the NATIONAL ASSOCIATION OF REALTORS®, as part of its ongoing program of promoting the professionalism of the residential.