**RE/MAX Agent (Name) Earns Prestigious Luxury Home Professional Designation**

**CITY, State**, Date – (First and last name) of RE/MAX (Office) has earned the impressive Accredited Luxury Home (ALHS) Specialist designation presented by the Luxury Home Council.

“(First name) is a recognized expert in an elite group of exceptional luxury real estate professionals dedicated to their industry. Education, experience and ethics signify an ALHS agent and the designation is testimony to their commitment to knowledge of the up-scale marketplace and today’s affluent clients,” said (First and last name), (Title) of RE/MAX (Office). “Seasoned luxury agents know that extensive education and training is essential to represent today’s affluent luxury clients.”

Candidates for the ALHS designation training course must be a member of the [Luxury Home Council](http://www.luxuryhomecouncil.com/). The course covers several topics critical to the success of any agent who wishes to service the highly sought-after luxury home market including:

* The Luxury Home Market – National and Regional Trends, Specialization and Building a Niche
* The Luxury Home Buyer – Needs and Desires, Marketing to Find Luxury Home Buyers
* Presenting Your Services to Luxury Home Buyers, Qualifying and Showing Homes to Luxury Home Buyers
* The Luxury Home Seller – Patterns & Trends / Needs & Desires
* Marketing to Find Luxury Home Sellers
* Presenting Your Services to Luxury Home Sellers
* Servicing and Marketing the Luxury Home Listing
* Staging and Showing the Luxury Home Listing
* Negotiation and Managing a Luxury Home Transaction

After passing the ALHS course, agents complete the Achievement Verification Statement (AVS) that requires candidates to practice their new skills by closing on two transactions where the purchase price is at least two times the average sales price in the candidate's real estate market. The closings must be within 24 months of finishing the course or at any time prior to completing the ALHS course.

“Luxury real estate clients want and appreciate working with an agent who is qualified and skilled to represent their unique concerns and requirements,” said (Last name). “Achieving the ALHS designation is a significant milestone for me and I’m eager to utilize my enhanced skills and expertise to better assist my clients.”

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

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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® 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