



For Immediate Release

Contact:

Local Agent Earns REALTOR e-PRO[®] Certification

November 10, 2005 – Richard Ferris of Sequoia Realty Corp. has successfully completed the REALTOR e-PRO course to become one of a select few real estate professionals to earn the prestigious certification offered through the National Association of REALTORS.[®]

The REALTOR e-PRO[®] certification course is an educational program unlike any other professional certification or designation course available, comprehensive and interactive. It is specifically designed to provide real estate professionals with the technology tools needed to assist customers in the purchase, sale or lease of real estate.

With more than 70% of customers beginning their real estate research on the Internet, e-PRO certified agents have the experience and expertise to meet the demands of today's clients.

“The real estate industry has undergone a fundamental change over the past several years,” said Rick Ferris of Sequoia Realty. “A majority of consumers are taking the time to conduct their own research prior to contacting an agent. In turn, real estate professionals must be knowledgeable of how technology can assist them in serving the needs of businesses and investors.”

The exclusive REALTOR e-PRO[®] certification course is presented entirely online and certifies real estate agents and brokers as Internet professionals. Because of its innovative design, students are able to complete the course at their own pace, when and where they want, via any Internet connection. The course is designed to help REALTORS[®] stay at the leading edge of technology and identify, evaluate and implement new Internet business models.

Once completed, the e-PRO certified real estate professional joins the ranks of a special community of highly skilled and continuously trained professionals who provide high quality and innovative online-based real estate services. Consumers can identify the e-PRO through the exclusive e-PRO Internet Professional logo.

Both the content and the delivery platform were created by San Diego-based technology company InternetCrusade[®]. The course instructs participants in the development of an interactive Web site, the use of online research tools, and effective internet marketing tools. Graduates use the skills they've acquired to provide higher quality information and faster results for their clients.

For more information, e-mail Rick Ferris at Rick@SequoiaRealty.com or call 440.946.8600.