

FOR IMMEDIATE RELEASE

Contact: **Corey Iaria**

2573 Main Street Suite 2, Lake Placid, NY 12946

518-524-6608

**LOCAL REALTOR® ACHIEVES NATIONAL ASSOCIATION OF REALTORS® GREEN
DESIGNATION: FIRST IN THE ADIRONDACK PARK**

November 17, 2009

Lake Placid, NY– **Corey Iaria** with Select Sotheby’s International Realty has been awarded the National Association of REALTORS®’ Green Designation, the only green real estate professional designation recognized by NAR.

Corey achieved this prestigious designation after completing 18 hours of course work designed specifically for REALTORS®. The courses were created in collaboration with a multidisciplinary team of industry experts from across the country; ensuring designees gain comprehensive knowledge of green homes and buildings and issues of sustainability in relation to real estate.

More specifically, **Corey** was trained in understanding what makes a property green, helping clients evaluate the cost/benefits of green building features and practices, distinguishing between industry rating and classification systems, listing and marketing green homes and buildings, discussing the financial grants and incentives available to homeowners, and helping consumers see a property’s green potential.

“As energy costs rise along with concern for the environment, homeowners are looking for innovative ways to save money and live responsibly,” said Dick Gaylord, NAR’s immediate past president. NAR’s Green Designation was developed in response to growing consumer awareness of the benefits of resource-efficient homes and buildings. The designation helps consumers who care about energy efficiency and sustainable building practices identify REALTORS® who can help them realize their green real estate and lifestyle goals.

As an NAR Green Designee, **Corey** has gained the knowledge and the tools necessary to become a trusted green resource for **the Adirondacks**. For more information about **Corey Iaria**, please visit www.selectsothebysrealty.com or e-mail corey.iaria@sothebysrealty.com.

For more information about NAR’s newest designation, visit www.greenresourcecouncil.org