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FOR IMMEDIATE RELEASE:

## AMY LESSINGER HAS BEEN AWARDED THE CRB DESIGNATION

Reno, Nevada – January 30, 2007 – Veteran Real Estate Agent/Broker, Amy Lessinger, has been awarded the coveted CRB (Certified Real Estate Brokerage Manager) designation conferred by the Council of Real Estate Brokerage Managers. Only 3% of Brokers nationwide and 11 in the Reno/Sparks area hold the CRB designation.

Lessinger is the Broker/Owner of the RE/MAX REALTY Affiliates (RRA) Reno office. RRA has quickly grown to be the second highest producing office as recognized by Northern Nevada Regional Multiple Listing Service.

The CRB is recognized throughout the industry as the highest level of professional achievement – a symbol of excellence in brokerage management. The most successful brokerages are owned or managed by professionals having the coveted CRB designation.

Founded in 1968, the Council awards the CRB designation to those individuals who successfully complete the requirements and demonstrate excellence in real estate brokerage management. Candidates must complete academic and professional courses covering such topics as finance, marketing, training, recruiting, and strategic planning.

Dedicated to advancing her knowledge of the industry through education, Lessinger believes she can offer her Agents the tools to become more productive and profitable while enjoying their work. The state-of-the-art office is tapped into the RE/MAX Satellite Network to offer Agents advancements through classes.

“When we become as educated as we possibly can about the real estate industry, we improve the reputation of the industry, our company and each other,” she says. “The CRB offers the brokerage the management techniques to become more efficient in a fluctuating market.”

Lessinger is a graduate of the University of Nevada, Reno, and holds the following Real Estate designations: CRS, GRI, ABR, CLHMS and e-Pro. She was named one of the "Top 30 REALTORS® Under 30" in 2001 by the National Association of REALTORS. She is on the Board of Directors for the Reno-Sparks Association of REALTORS® and is a member of the Nevada Association of REALTORS®.

The Council of Real Estate Brokerage Managers (CRB), an affiliate of the NATIONAL ASSOCIATION OF REALTORS®, is the professional organization for brokerage management. The Council is dedicated to providing quality professional development programs, products and services that continually enhance the management productivity and profitability of its more than 7,000 members.

*The Council of Real Estate Brokerage Managers (CRB) is the central source for brokerage management information and education and is the voice for real estate brokers and managers within the industry. Members are at the forefront of new developments in brokerage management.*

For more information, please contact Amy Lessinger at 775-327-9910.