



Empowered by  
GREEN RESOURCE COUNCIL

430 N Michigan Avenue  
Chicago, IL 60611 tel 800-498-9422  
www.GreenREsourceCouncil.org  
greendesignation@realtors.org

**For Immediate Release:**

November 2, 2009

**For Further Information Contact:**

Al Medina, 312-329-8602

## **NAR's Green Designation Celebrates One Year Anniversary**

**CHICAGO, IL** – NAR's Green REsource Council marks its inaugural anniversary this November and celebrates a year filled with member growth and education, award winning design achievements and green real estate advocacy.

In the first year since its inception, the Green REsource Council has grown to a membership of more than 5,000 and awarded over 3,000 REALTORS® with NAR's Green Designation. With hundreds of live and online courses taught this year across the country, the number of REALTORS® earning NAR's Green Designation is sure to continue to grow exponentially.

NAR Green Designees enjoy a wealth of benefits to help them work with the green-conscious consumer including access to monthly Webinars, *The REsource* e-newsletter and access to the ABR® Network, an exclusive online community where designees can post discussions and ideas in forums and blogs and build their referral network. Designees can also connect with green industry product and service providers through the newly launched Green Business Network.

Recently honored with the *Associations Standard of Excellence Award* from the Web Marketing Association for its initial design, the Green REsource Council Web site gives NAR Green Designees access to exclusive member benefits including ongoing education, green resources and professionally crafted marketing tools to help them promote their business. Consumers can search for a green designee in their area and gain access to a carbon footprint calculator, facts about green building and a list of green professionals nationwide.

In spring of 2009 NAR's Green Designation was recognized with the 2009 Award of Excellence by the American Society of Association Executives through their Advance America Program.



Empowered by  
GREEN RESOURCE COUNCIL

430 N Michigan Avenue  
Chicago, IL 60611 tel 800-498-9422  
[www.GreenREsourceCouncil.org](http://www.GreenREsourceCouncil.org)  
[greendesignation@realtors.org](mailto:greendesignation@realtors.org)

---

Also in 2009, the Green REsource Council assisted the Multiple Listing Service with a green initiative and worked closely with the Department of Energy, the Environmental Protection Agency, the United States Green Business Council and the National Association of Home Builders to advance green legislation and advocacy on behalf of NAR Green Designees.

“The success of The Green REsource Council is not only reflected in the growing number of new NAR Green Designees this year, but it shows the dedication that REALTORS® place on obtaining the continuing education and training necessary to become a trusted resource for green real estate in their community,” said **[insert President/Past President here]**.

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 and builders who care about energy efficiency and sustainable building practices identify REALTORS® who can help them realize their green real estate and lifestyle goals.

For more information about the Green REsource Council and NAR's Green Designation, visit [www.GreenREsourceCouncil.org](http://www.GreenREsourceCouncil.org).