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GREEN RESOURCE COUNCIL

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NAR launches Green Business Network

CHICAGO, IL –The Green Resource Council, in partnership with the National Association of REALTORS®, announces the launch of NAR's Green Business Network, a network dedicated to connecting green industry product and service providers with NAR Green Designees.

"In this rapidly growing marketplace businesses need to stay in front of influential, green real estate professionals," said Al Medina, director of NAR's Green Designation and the Green Resource Council.

"NAR's Green Business Network not only allows NAR Green Designees to market their designation and build their network of green professionals, but it gives participating companies a receptive audience by which to market their products and services."

Residing at www.GreenResourceCouncil.org, NAR's Green Business Network offers companies a choice between three tiers of involvement ranging from a detailed company profile to sponsorship of Green Resource Council Webinars and exhibit opportunities. Participants can customize profiles to include everything from logo and contact information to images and videos.

In order to qualify, companies must fall into the product and service areas an NAR Green Designee may need during the course of a green property transaction or those that are relevant to the day-to-day business needs of an agent. Additionally, each company must advance green principles, specifically that the product, service or service provider has been certified or designated as having characteristics associated with green principles **or** can demonstrate a commitment to sustainable practices or programs.

"We are excited to offer this opportunity to green product and service providers and to continue to serve NAR Green Designees with new member benefits like NAR's Green Business Network," said



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Medina. "This is just one of the ways NAR Green Designees and the Green Resource Council are working to further green real estate advocacy."

If you are a green professional, represent a green product, or offer a green service, and are interested in participating in NAR's Green Business Network, please contact Al Medina at 312/329-8602 or Emily Line at 312/329-8212. For more information on NAR's Green Business Network, visit

www.GreenREsourceCouncil.org.