



FOR IMMEDIATE RELEASE:

Mark Sandler Earns NAR Broker Price Opinion Resource Certification
Sellers and Lenders Benefit from REALTOR® Expertise in Broker Price Opinions

Portland, Maine, 09/26/13 — Mark Sandler with NAI The Dunham Group has earned the nationally recognized Broker Price Opinion Resource certification. The National Association of REALTORS® offers the BPOR certification to REALTORS® as evaluating properties depends more than ever on professional expertise and competence, the best use of technology, and a commitment to approach the valuation assignment from all pertinent perspectives.

“As the real estate market evolves we are seeing more demand for broker price opinions, and it’s imperative that REALTORS® are knowledgeable and educated about how BPOs work, as well as the risks involved,” said NAR President Moe Veissi, broker-owner of Veissi & Associates Inc., in Miami. “The BPO Resource certification not only adds value to the services provided by REALTORS®, but also it helps practitioners grow their business.”

“BPOs: The Agent’s Role in the Valuation Process” is the required one-day course that provides REALTORS® with knowledge and skills to reduce risk and increase opportunities to create professional and accurate BPOs. In addition to completing the course, participants are required to take a Webinar. Once awarded the certification, REALTORS® will be eligible to receive BPO orders as a preferred provider.

In addition to providing members with the opportunity for BPO business, BPO Resource will explore the multiple uses of BPOs, how they can and cannot be used, and how to filter and select comparables to create expert and precise BPOs. The certification also assists member in creating more comprehensive comparative market analyses for their customers’ listings. For more information about the BPOR certification, visit www.BPOR.org.