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FOR IMMEDIATE RELEASE:

**Lisa Koch Receives
Certified Residential Specialist (CRS) Designation**

Reno, NV (May 1, 2013) - Lisa Koch, a RE/MAX Realty Affiliates REALTOR®, has been awarded the prestigious Certified Residential Specialist (CRS) Designation by the Council of Residential Specialists, the largest not-for-profit affiliate of the National Association of REALTORS.

REALTORS® who receive the CRS designation have completed advanced courses and have demonstrated professional expertise in the field of residential real estate. Fewer than 38,000 REALTORS® nationwide have earned the credential. At RE/MAX Realty Affiliates, 30% of the agents hold their CRS designation, while only 5% of agents in the United States hold the designation.

Home buyers and sellers can be assured that CRS designees subscribe to the strict REALTOR® code of ethics, have access to the latest technology and are specialists in helping clients maximize profits and minimize costs when buying or selling a home.

“With the way the real estate market is changing and evolving, it’s more important than ever to constantly be learning new ways to serve my clients,” said Koch. “Earning my CRS gives me even more tools to help my clients buy or sell their homes.”

Koch has been with RE/MAX since 2007, has been working in the real estate industry for more than 20 years. She has extensive experience in residential resale, first-time homebuyers, new construction, negotiating short sales/distressed properties, bank-owned properties, investment properties, escrow and title matters. Among Koch’s achievements are: Hall of Fame Member, Platinum Club Member, 100% Club Member, GRI, ABR, CNE, CDPE and SFR designations. In addition, Koch actively supports Susan G. Komen and Children’s Miracle Network.

RE/MAX Realty Affiliates is Northern Nevada’s highest producing office in per agent productivity on average, as recognized by Northern Nevada Regional Multiple Listing Service. RE/MAX is proud to help raise millions of dollars and support charitable organizations like Susan G. Komen Race for the Cure and the Children’s Miracle Network. For more information, visit www.RenoToTheMax.com.

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