

## BY THE NUMBERS

## THE VAIL PROS

*Ongoing education keeps Realtors® at their peak*

THE REAL ESTATE NUMBERS for our area remain consistent – inventory is relatively low, the median price is going up, buyer interest is high. The other element that remains constant is the essential abilities of a local Realtor® and their quest to continually increase their knowledge and understanding of their profession. Having increased knowledge can provide home buyers and sellers with the finest direction in their real estate decisions.

A resort area is a unique market. Second home buyers have distinctive needs; locals housing presents its own concerns. Not only do local Realtors® know and understand our specific area and the ins-and-outs of the Vail region, but all Realtors® are required, every 3-year period, to complete 24 hours of continuing education. An ethics course is required which provides a standard of professional conduct.

The Vail Board of Realtors® (VBR) has always supported its members in their professional pursuits and, beginning in 2017, has designed a new education program called the Vail Pro Designation that is specific to the Vail area. This program was created for members of the VBR who want to increase and expand their knowledge of the information that will assist their customers to find exactly the right



property that fits their every need.

The purpose of the Vail Pro Designation is to provide classes that will assist our local Realtors® continue to maintain their expertise and high standards of professionalism. The three areas this program focuses on are industry knowledge, local history, and current events affecting the community.

“Having knowledge about the history and local current events allows brokers to service client’s needs in a more complete way,” says Betsy Laughlin, Vail Board of Realtors® Chair-

Elect. “What you learn ensures you stay relevant in today’s ever-changing marketplace.”

This unique designation reflects completion of a total of 46 hours of classes. Classes are geared for members to become a local expert. With the inception of the program in January of 2017, we have 19 members who have completed the Vail Pro Designation. We expect to be getting more applications this fall and will honor those that completed the designation at our Annual Installation Celebration.

Many Realtors® also continue

to increase their knowledge with a myriad of classes offered by the National Association of REALTORS® (NAR) and its affiliated Institutes, Societies and Councils. They offer a wide selection of real estate training options, from webinars to a Master of Real Estate degree. Upon completion of these classes, the Realtor® is awarded a specific letter designation that they can then use as a way of revealing to clients their achievement.

Examples of the specialized classes are Resort & Second-Home Property Specialist (RSPS), Accredited Land Consultants (ALC), Certified International Property Specialist (CIPS), Green Designation (GREEN), or Seller Representative Specialist (SRS); and can be as laser-focused as Military Relocation Professional (MRP).

Brokers in this area take their responsibilities to their clients seriously, and both the mandatory and elective classes assure that the level of professionalism remains at the highest level.

“Working with a professional Realtor® that has attained designations does give most people reassurance and comfort that they are working with a competent, skillful broker,” says Laughlin. [vbr](http://vbr.net)

Visit [VBR.net](http://VBR.net) for additional information about Vail Valley real estate.

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— BETSY LAUGHLIN, VAIL BOARD OF REALTORS® CHAIR-ELECT