

**For Immediate Release**

## **Local REALTOR® Achieves National Association of REALTORS® Green Designation Expertise in Green Real Estate Provides Homebuyers Savings Options**

Sioux Falls, SD – 6.9.2017 - Mark Luke with Mark Luke Real Estate has been awarded the National Association of REALTORS®' (NAR's) Green Designation, the only green real estate professional designation recognized by NAR.

Luke achieved this prestigious designation after completing topic-specific course work designed specifically for REALTORS®. Luke was trained in understanding what makes a property green, helping clients evaluate the cost/benefits of resource-efficient features and practices, distinguishing between industry rating and classification systems, listing and marketing green homes and buildings, discussing the financial grants and incentives available to homeowners, and understanding how buyer and seller preferences may be inspired by resource-efficiency.

The designation courses were created in collaboration with a multidisciplinary team of industry experts from across the country; ensuring designees gain comprehensive knowledge of green homes and issues of resource-efficiency in relation to real estate and home owners.

“Living green is about making healthy choices that are also easy on your wallet. NAR Green Designees have the necessary resources and relationships to effectively work with you to find your next home or assess your next green project,” said Marc Gould, Vice President of NAR’s Green Designation. 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 understand the positive impact of home performance and identify REALTORS® who help them realize their green real estate and lifestyle goals.

As an NAR Green Designee, Luke has gained the knowledge and the tools necessary to become a trusted green resource for Sioux Falls and the surrounding community. For more information about Mark Luke, please visit [www.markluke.com](http://www.markluke.com).

*For more information on NAR’s Green Designation visit [www.greenresourcecouncil.org](http://www.greenresourcecouncil.org)*

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