

# For Immediate Release

## REALTOR® Earns GRI Title

(Your Name), a member of the (local association name) was recently awarded the Graduate, REALTOR Institute (GRI) designation by the Arizona Association of REALTORS®. The designation is indicated by the initials “GRI” following the REALTOR’s printed name.

(Last Name) was awarded the designation after completing over 95 hours of classroom instruction and examinations, covering subjects such as contract law, professional standards, sales and marketing, finance and risk reduction. Courses are taught by leading real estate instructors from around the state.

Individuals completing the program learn the fundamentals of brokerage and other areas of real estate specialization, allowing them to better serve prospective clients and customers.

(Last Name) joins a select group of other residential specialists in Arizona who have earned the designation this year.

The Institute is designed to educate practitioners about local, state and national real estate practices that affect them, their clients and customers. The designation indicates to the public that the individual has obtained a professional educational foundation on which to base the services they provide. Only members of the REALTOR organization may earn the GRI designation. The REALTOR Institute is more than twenty-five years old and has graduated thousands of REALTORS nationally.

The (local association name) is one of 1,800 local associations of REALTORS that comprise the National Association of REALTORS, representing over 800,000 real estate professionals around the country.

## NOTES TO NEW DESIGNEE:

The above press release may be used by individuals or local board/association staff to announce a new GRI designee. The term “REALTOR” is presented here in lower case without the registration mark, consistent with the *AP Style* Manual used by newspaper editors. Unless your local paper has agreed to print the trademark in all caps, this is the recommended way to submit a release.

This release should be re-typed on your letterhead and customized to describe the specific GRI; add one paragraph of personal information if desired. You may wish to have your Board/Association president insert an original quote. You may notify the media about several graduates with this one release; in that case, please make sure it reads properly (substitute “have” for “has”, etc.). If you plan to include a black and white, copy-ready photo with the release, include the recipient’s full name on the back of the photo (preferably on a label attached to the photo to minimize ink damage) and DON’T staple or even paperclip the photo to the release.