**INSTRUCTIONS FOR USE:** Input your name wherever you see #YOUR NAME# and your brokerage’s name wherever you see #YOUR BROKERAGE#. This document is meant to be sent to relevant local press to announce your obtaining of the Cape Cod Real Estate Specialist (CCRES) Designation. Feel free to put this release on your letterhead.

Please do not change any descriptions of the Cape Cod Real Estate Specialist Designation as the language included in this release is the official language used to describe the designation.

**Please delete the INSTRUCTIONS FOR USE section before sending to the press.**

HEADLINE: #YOUR NAME# Obtains their Cape Cod Real Estate Specialist Designation

#YOUR NAME#, of #YOUR BROKERAGE# has obtained their Cape Cod Real Estate Specialist (CCRES) Designation.

Launched in February 2020, the designation is designed to elevate a REALTOR®’s professionalism, deepen their local expertise on Cape Cod real estate, and enhance their value and duty to clients through specialized tracks for sales agents and brokers/managers. The designation’s courses, electives, and experiences are tailored to the unique needs of the Cape Cod real estate market, ensuring those who achieve the Cape Cod Real Estate Designation are better prepared and empowered to help their clients through any situation.

In order to be eligible for the CCRES Designation, REALTORS® must have at least 3 years in good standing as a Cape Cod & Islands Association of REALTORS and Multiple Listing Service member, and must have a sustained record of local production. Once achieved, members must continue to meet educational and production standards to maintain the title of a Cape Cod Real Estate Specialist.

More information about the Cape Cod Real Estate Specialist Designation can be found at cciaor.com/specialist.

*The CCRES Designation is not affiliated with or endorsed by the National Association of REALTORS®.*