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Condominium Developer's Sales Staff declares: It IS easy being green!

Northland Residential Corporation's sales team achieves National Association of Realtors®' Green Designation

Burlington, MA – The entire sales team of Northland Residential Corporation have been awarded the National Association of REALTORS® (NAR's) Green Designation, the only green real estate professional designation recognized by NAR. The team achieved this prestigious designation after completing 18 hours of course work designed specifically for REALTORS®. The 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 buildings and issues of sustainability in relation to real estate.

More specifically, the team was trained in understanding what makes a property green, helping clients evaluate the cost/benefits of green building 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 helping consumers see a property's green potential.

“As energy costs rise along with concern for the environment, homeowners are looking for innovative ways to save money and live responsibly,” said Dick Gaylord, NAR's immediate past president. 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 who care about energy efficiency and sustainable building practices identify REALTORS® who can help them realize their green real estate and lifestyle goals.

This achievement reflects Northland Residential Corporation's commitment to environmental stewardship, and is yet another piece of its company-wide initiative of “Built Better. Built Northland Residential Green.” The firm has a strong legacy of integrating its properties into existing landscapes and optimizing available resources. In doing so, Northland Residential has been able to maintain its environmental responsibility without compromising quality and sophistication. Its diverse portfolio includes ocean- and lake-front developments, golf-course communities, renovated historic properties, private single-family and vacation homes, and luxury condominium communities.

As NAR Green Designees, the sales team has gained the knowledge and the tools necessary to become trusted green resources for their communities. For more information about Northland Residential Corporation and its properties, please visit www.northlandresidential.com or contact Elaine Leonard, Vice President and Director of Sales and Marketing at 781-229-4719 or eleonard@northlandresidential.com.

For more information about NAR's Realtor Green designation, visit www.greenresourcecouncil.org.

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