

**Board for Excellence
in Real Estate (BERE)**
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NEWS RELEASE

First “Board Certified Real Estate Professional (BCREP)” Designation Launched in New Jersey and New York

·BERE is a Collaboration between RealSource (NJ) and Staten Island Board of Realtors® (NY)
·Helps Consumers Identify/Select Top Local Agents
·First Designation to Evaluate Previous Client Satisfaction Levels, Education, Ethics

WALDWICK, NJ - June 6, 2008 – The Board for Excellence in Real Estate (BERE), headquartered in Waldwick, NJ, today publicly launched its Board Certified Real Estate Professional (BCREP) designation, awarding certifications to the first class of 16 Realtors® from Bergen County, NJ; Staten Island, NY and Brooklyn, NY to complete this comprehensive certification process. The designation is an industry first and the only one to consider previous client satisfaction levels, along with rigorous requirements in education and business ethics. Consumers can locate a Board Certified Real Estate Professional (BCREP) by visiting www.BERECertified.com.

“Consumers demand credentials when selecting doctors, lawyers, accountants and other professional services,” said Bill Gilsenan, President of the Board for Excellence in Real Estate. “In these industries, the Board Certified mark identifies professionals whose commitment to their trade has been recognized by an independent organization. We believe it’s time for the real estate industry to give consumers that same level of confidence.”

“Buying a home is one of the largest transactions the average individual or family will undertake in a lifetime,” said Gilsenan. “With so much at stake, consumers want assurance that when they select a real estate professional, they’ve partnered with one of the industry’s best agents. With the BCREP certification process, we’ve given local buyers and sellers the ability to identify and select the region’s most experienced, ethical and service-oriented agents.”

To earn the BCREP designation, agents must meet or exceed BERE's standards in:

- **Ethics:** BERE conducts a comprehensive review of a Realtor's® business and transaction histories. Realtors seeking BCREP certification must meet strict ethical standards and be in compliance with Realtor-required ethics training.

Education: BERE requires Realtors® to acquire at least one industry-recognized designation (i.e. CRS, GRI, ePRO, ABR, SRES, etc.). Agents may also qualify by earning professional licenses (CPA, appraiser, etc.). Additionally, Realtors® must complete BERE's "Best Practices in Real Estate" 12 module course and/or pass the Board for Excellence in Real Estate's comprehensive written examination.

- **Client Satisfaction:** Prior to awarding a certification, BERE conducts confidential client satisfaction surveys.

The first class of Realtors® to earn the Board Certified Real Estate Professional (BCREP) designation are:

Bergen County, NJ

Jeffrey L. Adler, Re/Max Legend (Mahwah, NJ)
Marilyn Becker, Gilsenan & Company (Ridgewood, NJ)
Dorothea Bello, Re/Max Real Estate Enterprises (Wyckoff, NJ)
Kate Conover, Re/Max Properties (Saddle River, NJ)
Andrew Emery, Coldwell Banker (Parsippany, NJ)
Kristin Gildea, Marron Gildea & Donahue (Ridgewood, NJ)
William F. Gilsenan, Jr., Gilsenan & Company (Ridgewood, NJ)
Carole Kulman, RE/MAX Property Center (Paramus, NJ)
Jeanine Soderlund, Re/Max Real Estate Enterprises (Wyckoff, NJ)
Peter Szwed, Re/Max Properties (Saddle River, NJ)

Staten Island and New York, NY

Dawn Carpenter, Dawning Real Estate Inc. (Staten Island, NY)
Claire Chesnoff, V.I.P. Real Estate, Inc. (Staten Island, NY)
Diana Dolce, Neuhaus Realty (Staten Island, NY)
Mary Kae Higgins, Re/Max Reliable (Brooklyn, NY)
Joe Pallotta, V.I.P. Real Estate, Inc. (Staten Island, NY)
Arlene Trunzo, A. T. Real Estate Specialists (Staten Island, NY)
John Vernazza, Village Realty (Staten Island, NY)
George S. Wonica, Wonica Realtors and Appraisers (Staten Island, NY)

Realtors® who qualify for candidate status and are working toward the BCREP designation:

Bergen County, NJ

Kathleen Falco, Re/Max Real Estate Enterprises (Wyckoff, NJ)
Joan M. Monton, Terrie O'Connor Realtors (Ridgewood, NJ)
Barbara Nudelman, Burgdorff ERA (Ridgewood, NJ)

About the Board for Excellence in Real Estate

The Board for Excellence in Real Estate (BERE) was founded in 2006 by the RealSource Association of Realtors® (Bergen County, NJ) and Staten Island Board of Realtors® (SIBOR, Staten Island, NY). BERE is a not-for-profit organization headquartered in Waldwick, NJ. Its mission is to promote the highest level of education, client satisfaction and ethical behavior among real estate professionals. BERE is governed by seasoned Realtors® as well as third party experts from real estate-related fields. The organization facilitates, promotes and oversees the Board Certified Real Estate Professional (BCREP) certification process.

For more information about BERE or the BCREP designation, visit www.BERECertified.com or call 201-652-1333.

**BCREP is not a National Association of Realtors designation*

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