



Resort Certification Demonstrates Expertise in Second-Home and Resort Market

Penn Yan, NY November 5, 2009 — Introduced in January 2006, the Resort and Second-Home Property Specialist (RSPS) Certification is a nationally-recognized certification awarded by the National Association of REALTORS® to real estate professionals who wish to demonstrate and promote – to consumers and their peers alike – their expertise in vacation home rentals and sales.

Mary St George, Associate Real Estate Broker with Finger Lakes Premier Properties, has successfully completed and received this designation. She is actually one of the first 250 agents across the country to do so. This comes in handy for the niche she works, which includes lakefront properties on Conesus, Honeoye, Canandaigua, Keuka, Seneca and Cayuga Lakes.

If you are interested in purchasing a vacation or second home on one of these lakes, Mary is the person to contact. She is knowledgeable about everything you would need to know about purchasing lakefront properties.

If you have been thinking about selling your lakefront property, Mary utilizes the most up to date types of media, which includes social media sites, various websites that target specific demographics and email blasts. Finger Lakes Premier Properties has a database of almost 15,000 people that are potential lakefront home buyers. With this in hand and the utilization of the best SEO website services, customers are continually driven to the website of Finger Lakes Premier Properties. All print media are composed of the highest quality in the industry.

According to an NAR survey, more than 140,000 REALTORS currently work in resort area and second home markets. Just about every market contains second-home properties, not just obvious resort areas. In addition to classic vacation homes, the niche also includes college housing and properties for investment purposes.

“The RSPS certification program is unlike any other professional certification or designation,” said Allan ‘Dutch’ Dechert, 2008 chair of the NAR Resort & Second-Home Committee and a RSPS. “It takes specialized skills and knowledge to maximize the business opportunities in resort and second-home markets. You need to be able to communicate your proficiency in this aspect of real estate. RSPS Certification lets everyone know you’re serious about lifestyle real estate.”

Mary has hit the ground running, becoming so successful she is now training a team of assistants.

If you want to work with the best and the newest up and coming lakefront real estate specialist on the Finger Lakes, contact Mary St George at 315-694-1761 or mstgeorge@flplake.com.