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Local Real Estate Professional, Awarded New e-PRO Certification, Uses Web to Maximize Services to Consumers

Springfield, MO-March 15, 2002-As more and more consumers turn to the Internet to buy or sell homes, a new course, e-PRO, trains real estate professionals to use the latest Web tools. Larry Daniel, a REALTOR® with Keller Williams, recently earned the e-PRO certification, currently held by less than 1% of real estate professionals nationwide.

e-PRO is the official technology certification program of the National Association of REALTORS®. Conducted by San Diego-based technology company InternetCrusade®, the course instructs participants in the professional use of e-mail, the development of an interactive Web site, and the use of on-line research tools. Graduates use the skills they've acquired to provide clients information on properties for sale, local communities, and the real estate market.

"The program was really comprehensive," Daniel reflects. "I'm honored to be certified, and it's been exciting to use what I've learned to help our clients."

Since the early 1990's, Daniel has been a pioneer in the use of the Internet for real estate services. He and his wife and business partner, Marilyn, were one of the first real estate teams in the U.S. to have a Web site. Currently, he runs the OzarksHome.com Web site, on which he recently implemented IDX, a new system that allows consumers to search area home listings from the Web.

Daniel finds that his technological training saves his clients time and money. "Consumers are appreciative that I have e-mail and respond to their queries so quickly," says Daniel. "And being able to search for homes on our site saves them a lot of hassle."

For more information on the Internet services Daniel offers, visit his Web site at www.OzarksHome.com or call 417-886-3528.

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