



GEORGE P. IRISH, REALTOR®



LICENSED IN PENNSYLVANIA



LICENSED IN FLORIDA

Buying and selling real estate is one of the most important events of your lifetime. There are many unique demands in the real estate market today that require a real estate professional with knowledge, expertise and a proven track record.

George P. Irish has been selling real estate in Northeast Pennsylvania for over 23 years. George P. Irish and Chant Realtors are recognized names locally, nationally, and internationally.

George has been a licensed agent in Key West, Florida for over 15 years. He is a member of the Berkshire Hathaway Home Services Realtor family.

Today's Buyers and Sellers view their real estate professional as an area expert and skilled negotiator. This requires the agent to know the local area and market trends.

George continues to stay on top of trends in the market and understands that education is the key to knowing the challenges of today's market and markets of the future. He is accredited by the National Association of REALTORS® in the following designations and has earned the following certifications.



**Accredited Buyer Representative**

A REALTOR® with this designation owes full fiduciary responsibilities, duties and loyalty to the Buyer. This ensures that the Buyer's interests are promoted and protected at all times. The ABR designation is the benchmark of excellence in Buyer Representation.



**Accredited Short Sale Negotiator**

As a real estate professional you have to be at top of your game when dealing with banks and when success matters. REALTORS® with this designation have been trained in best practices and research ensuring clients success.



**Accredited Staging Professional**

ASP® real estate agents are true professionals trained under strict guidelines using proven staging techniques developed for over 30 years. Savvy home sellers and REALTORS® understand that in order to get offers and top dollar for their listings in the least amount of time, they need to professionally stage with an Accredited Staging Professional (ASP®).



**At Home With Diversity®**

At Home With Diversity® teaches REALTORS® how to work effectively with - and within - a rapidly changing multicultural market and addresses the topics of diversity, fair housing and business planning development.



**Broker Price Opinion Resource**

This certification provides REALTORS® with knowledge and skills to reduce risk and increase opportunities to create professional and accurate BPOs and Certified Market Analysis (CMA).



**Certified Distressed Property Expert**

A Certified Distressed Property Expert® is a real estate professional with specific understanding of the complex issues confronting the real estate industry, and the foreclosure avoidance options available to homeowners. Through comprehensive training and experience, CDPEs are able to provide solutions for homeowners facing hardships in today's market, specifically short sales.



### Certified Luxury Home Marketing Specialist

The prestigious **Certified Luxury Home Marketing Specialist** designation (CLHMS) is awarded in recognition of the Agent's knowledge, experience and expertise in the luxury home arena. The **CLHMS** designation is recognized worldwide.

### Million Dollar Guild

Members of the **Million Dollar Guild** are specialists who have proven success in the Million Dollar and above market.



### Certified Investor Agent Specialist

A **Certified Investor Agent Specialist™ (CIAS)** finds, creates, and closes with residential real estate investors with the knowledge and tools earned through comprehensive education and experience. CIAS-designated agents can streamline the process of real estate investment to increase returns for investor clients.



### Certified Negotiation Expert

The premier negotiation designation in real estate - designed to train REALTORS® the skill of successful negotiations. REALTORS® who are certified as a **CNE** bring negotiation skills to the highest professional level.



### Certified Neighborhood Specialist

This designation gives real estate agents the skills to research, gather and use in-depth neighborhood information as a powerful tool when working with buyers and sellers in today's challenging market.



### Certified New Home Specialist

The REALTOR® who has earned the **CNHS** certification has received specialized training as a new home expert. The CNHS certification is the benchmark of excellence in new home buyer representation. This coveted certification demonstrates the REALTORS® commitment to provide outstanding service to the new home construction buyer and is a signal to Builders & Developers that they are negotiating with a trained Professional.



### Certified Real Estate Pricing Specialist

In addition to traditional real estate practices, **C-REPS** typically perform, on a regular basis, home price analysis (called Broker Price Opinions - BPOs or Certified Market Analysis - CMAs) for financial institutions such as banks, lenders, and mortgage servicers. C-REPS are also formally trained in pricing and valuation techniques and procedures which regular real estate agents don't get. C-REPS have a more refined skill set and are more qualified.



### Certified Residential Specialist

The **CRS®** Designation is awarded to experienced REALTORS® who complete advanced training in listing and selling; and meet rigorous production requirements. The Certified Residential Specialist (CRS®) is the highest designation awarded to residential real estate professionals. Only **3%** of all REALTORS® are certified CRS.



### Certified Short-Sale Professional

A **Certified Short-Sale Professional (CSP)** will be able to guide their client through the complex process of marketing their home, finding a willing buyer, working with the lender(s) and the other parties involved.



### e-PRO, Internet Professional, REALTOR®

Real estate agents and brokers who have earned **e-PRO** Certification are Internet Professionals who have completed extensive training using the Web. e-PRO Certification means the real estate professional is prepared to employ the latest techniques and services for your benefit, just like you've grown to expect from a professional.



### Green Resource Council

Both consumer demand and government policy are shaping the future of the real estate industry. With NAR's **Green Designation**, REALTORS® have the knowledge to bring the latest information on energy-savings and efficient technologies that will inform their clients about sustainable building practices.



### Military Relocation Professional Certification

This certification focuses on educating real estate professionals about working with current and former military service members to find the housing solutions that best suit their needs and take full advantage of military benefits and support.



### Five Star Short Sale Certification

The **Five Star Short Sale Certification** is a signal to the industry and consumers that you're prepared to walk both homeowners and lenders through the short sale process. This certification offers an additional competitive edge.



### Residential Construction Certified

The REALTOR® who has earned the **RCC** designation has received the Industry's most comprehensive residential construction training. This certification teaches REALTORS® knowledge, strategies, organizational systems and most importantly the confidence to enjoy tremendous success working with builders and new home buyers.



### Resort and Second- Home Property Specialist

**RSPS** is recognized as an official NAR certification and allows buyers and sellers to have confidence in the ability of a REALTOR® who specializes in resort and second-homes to assist them with their search.



### Sellers Representative Specialist

The **Seller Representative Specialist (SRS)** Designation is the premier credential in seller representation. It is designed to elevate professional standards and enhance personal performance. The designation is awarded to real estate practitioners by the Council of Real Estate Brokerage Managers (CRB) who meet specific educational and practical experience criteria.



### Short Sales & Foreclosure Resource

For many real estate professionals, short sales and foreclosures are the new "traditional" real estate transaction. Knowing how to help sellers maneuver the complexities of short sales as well as help buyers pursue short sale and foreclosure opportunities are not merely good skills to have in today's market—they are critical.



### Seniors Real Estate Specialist

This designation provides education that addresses the fastest growing market in real estate - with an understanding of the distinct real estate goals, concerns and needs of seniors today.

## Additional Education Completed

- Successful Relocation Representation*
- Certified HAFA Specialist*
- Equi-Trax Certified*
- Equator Short Sale Certified*
- Home Steps Certified*
- Generation Buy*
- Today's MLS: New Paradigms: Better Results*
- RPR: Real-Time Data, Market Knowledge, Informed Consumers*