

***Phaidra McDermott Earns Certified International Property Specialist
Designation***

SANIBEL, Fla., (December 26, 2007) - Phaidra, a Sales Associate at the Sanibel-Captiva office, has earned the Certified International Property Specialist Designation (CIPS). Phaidra is the only realtor on the Islands to have earned this prestigious designation. According to McDermott, In order to effectively market your listings, it is important to be skilled in the unique aspects of international real estate. I look forward to offering my specialized skills to more international buyers and sellers.

The CIPS designation is awarded by the National Association of Realtors. It is earned by individuals who complete a seven-part program of study focusing on critical aspects of international transactions. The topics of study include regional market conditions, cross-cultural relationships, currency and exchange rate issues and investment performance and tax issues. With the current exchange rates Europeans and Canadians presently have great purchasing power. I have dedicated myself to avenues of advertising abroad to ensure maximum exposure and interest for my listings and to procure new clientele, said McDermott.

She will be formally recognized at the National Association of Realtors Annual Convention in November of 2008. McDermott joins a distinguished society of over 1,500 real estate professionals throughout the world who have earned the CIPS designation. According to Bill Barnes, Branch Manager of the Sanibel office, Phaidra is now part of a worldwide referral network of elite global real estate practitioners with expertise in working with international customers.

Phaidra may be reached at the Sanibel or Captiva office at 239-472-4411.