



For Immediate Release

George Cooke Earns e-PRO® Certification

George Cooke of Coldwell Banker Residential has successfully completed the e-PRO® Certification Program and has been awarded the e-PRO® Certification, the official technology certification program offered by the NATIONAL ASSOCIATION OF REALTORS® (NAR).

George Cooke joins more than 30,000 real estate professionals who have earned NAR's e-PRO® certification and dedicated time and effort towards learning how to use the latest social media technologies to create an online presence and reach today's hyper-connected consumers.

Working together with the Social Media Marketing Institute (SMMI), NAR redesigned the e-PRO® curriculum to better meet the challenges of today's real estate market. The new e-PRO® program expands an agent's real estate technology skills and helps them connect with consumers online via social media, email marketing, and web site promotion.

"Today's consumers are beginning their real estate search online," said **George Cooke of Coldwell Banker Residential**. "With an increasing number of consumers turning to social media and online technology throughout their home search, it is essential for today's agents to have the knowledge and training necessary to connect with these consumers online."

Social media is still relatively new, and evolving every day. Agents who earn e-PRO® are dedicated to making the most of today's social media and technology to help consumers with their real estate needs, whatever they may be.

For more information about e-PRO®, visit ePRONAR.com or contact **George Cooke of Coldwell Banker**.