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Houston Real Estate Broker Earns e-PRO® Certification To Provide Consumers with State-of-the-Art Services

April 9, 2010 – As more and more consumers begin their search for Houston real estate on the Internet, it is critical that real estate professionals stay on top of the latest technology for the benefit of consumers and real estate practitioners alike. The e-PRO® Technology Certification Program fills that need.

The e-PRO® certification course -- the only technology certification program offered by NAR -- is designed to prepare real estate professionals to make the most of Internet technology and to identify, evaluate, and implement new Internet business models. The elite group of course graduates represents only four percent of all REALTORS® in the country, which now includes Mark W. Martin, Principal Broker of 2M Realty.

“The real estate industry has undergone a fundamental change over the past five years,” said Mark W. Martin. “Today, more than 90% of all buyers and sellers begin their search online. By receiving the e-PRO® designation, I can assure clients that I have the knowledge and tools needed to provide them the information and customer service they demand when shopping for Houston homes for sale.”

The e-PRO® certification course is an educational program unlike any other professional certification or designation course available, comprehensive and interactive. It is specifically designed to provide real estate professionals with the technology tools needed to assist consumers in the purchase or sale of homes. Consumers can identify the e-PRO® through the exclusive e-PRO® Internet Professional logo.

Mark Martin and 2M Realty are committed to bringing the convenience of the Internet to real estate consumers. The 2M Realty website is fully indexed with the Houston MLS, offers free user accounts to save search criteria and favorite properties, automatic updates when the asking price or listing status of a saved property changes, property maps, Google Maps with Street View, Yahoo Bird's Eye Images, as well as local area information, demographics and statistics.

About 2M Realty:

2M Realty has simple goals in mind: Simplify the real estate process, reduce stress for buyers and sellers, earn client trust, and keep client trust. Mark Martin is the principal broker of 2M Realty. He has over 20-years experience as a Texas real estate broker and Houston Realtor.