

FOR IMMEDIATE RELEASE

Agents april coulter and emmy martin sorrells earn designations from the national association of REALTORS[®], reinforcing three sixty's commitment to providing the best expertise in the business

AUBURN, AL – January 12, 2017 – Three Sixty agents April Coulter and Emmy Martin Sorrells have started the new year off with a bang. Both women have been hard at work honing their marketing savvy and industry knowledge by achieving certifications from the National Association of REALTORS[®].



April Coulter

Both women have achieved the **ABR[®] designation**, a series of courses focused on knowledge needed for agents working directly with buyer-clients. April has attained the **e-PRO[®] certification**, directed at maximizing use of emerging technologies in the industry. Emmy has completed the **SRES[®] designation**, giving her specialized knowledge to address the needs of home buyers and sellers age 50+.

“April is always looking for ways to maximize the technology offerings that make the Three Sixty approach so unique in our industry. We are pleased that she has chosen to make that commitment official by pursuing and attaining the e-PRO[®].”

Tricia Peterson, Three Sixty Owner

April is well versed in and has a strong commitment to customer service and the happiness of her clients. She is careful to explain information and make the buying process as seamless as possible. April truly enjoys getting to know and understand her clients' needs and motivations, while utilizing her organizational skills and diligence in negotiations to go the extra mile to make sure her clients are satisfied.

“Emmy is dedicated to attaining as much knowledge as she can of the burgeoning 50+ community. We couldn't be happier that she has achieved the SRES[®] designation.”

Nonet Reese, Three Sixty Owner

Emmy learned at an early age that hard work is important and that education is one of the things that you cannot have taken away from you. She carried these lessons with her when obtaining her undergraduate degrees, when working in the banking, engineering and pulp and paper industries, and to this day in her commitment to continuing her professional education in order to provide her clients with true expertise and informed advice.





PRESS RELEASE

ABR[®] designation

The Accredited Buyer's Representative (ABR[®]) designation is designed for real estate buyer agents who focus on working directly with buyer-clients. ABR[®] agents gain valuable real estate education that elevates skills and knowledge in the eyes of home buyers. These agents have access to ongoing specialized information, programs and updates that help them stay on top of the issues and trends in successfully representing home buyers.

For additional information about NAR's ABR[®] designation, visit <http://rebac.net/abr>.

e-PRO[®] certification

An agent with the e-PRO[®] certification is dedicated to making the most of today's social media and technology to help clients with real estate needs and make the process of real estate transactions as efficient as possible. e-PRO[®] is the only technology certification to be officially recognized, endorsed, and conferred by the National Association of REALTORS[®]. Applying advanced technologies and social media strategies expands capabilities, increases reach, and builds trust with customers.

For additional information about NAR's e-PRO[®] Certification, visit www.epronar.com/about-e-pro.

SRES[®] designation

Seniors Real Estate Specialist[®] (SRES[®]) designees are REALTORS[®] qualified to address the needs of home buyers and sellers age 50+. By earning the SRES[®] designation, agents demonstrate the necessary knowledge and expertise to counsel clients age 50+ through major financial and lifestyle transitions in relocating, refinancing, or selling the family home. SRES[®] designees are certified senior specialists and astute to the financial and emotional challenges senior clients face when they sell a long-held family home.

For additional information about NAR's SRES[®] designation, visit <http://www.seniorsrealestate.com/>.

About Three Sixty

Three Sixty is a full service real estate and development needs firm. Our primary goal is to take a project from concept to closing. Three Sixty will make the development, construction and sales process as smooth as possible by providing a consistent partner to maintain the integrity of projects as a whole. We strive to offer a unique real estate experience for clients, customers and real estate professionals alike. Through our forward-thinking and creative processes, Three Sixty has become the sought after firm to work with for real estate development and sales needs. As a respected and profitable real estate organization, we strive to make a positive impact on the communities that we serve.

To learn more about Three Sixty visit us online www.concepttoclosing.com or call 334.887.3601.

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