



LUXURY VALLEY HOMES
RESIDENTIAL REAL ESTATES

News Release

FOR FURTHER INFORMATION CONTACT:
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REALTOR® EARNS GRADUATE REALTOR® INSTITUTE CERTIFICATION

Scottsdale, Arizona November 4, 2009 -- Jeff Daley with Keller Williams Realty – Scottsdale, has earned the prestigious Graduate REALTOR® Institute (GRI) certification designation in recognition of completing the required curriculum. Jeff Daley earned the "[Graduate REALTOR® Institute](#)" designation by attending a very intensive 90 hour minimum series of formal classroom instruction, covering a variety of subjects including: contract law, professional standards, sales, marketing, finance, and risk management.



In addition, these professionals have learned the fundamentals of brokerage and other areas of real estate specialization. With this designation and through increased awareness of current topics important to the real estate professional, such as legal issues, these REALTORS® can better serve prospective clients and customers.

The REALTOR® Institute is designed to educate practitioners about local, state and national real estate practices that affect them, their clients and customers.

Jeff Daley is an example of a real estate professional who has worked to develop market knowledge and the special skills and competencies necessary to provide exceptional service in marketplace. Buyers and sellers can turn to sales professionals who have this designation and be confident that they have special expertise and experience in the home marketplace.

"I am committed to providing outstanding service to my clients," said Daley "the Graduate REALTOR® Institute certification designation is evidence of my dedication to continued education to meet the needs of our buyers and sellers. My membership in the National Association of REALTORS® also provides me with marketing tools and networking capabilities that benefit my clients."

About Jeff Daley:

[Jeff Daley](#), is a REALTOR® and owner/agent with Keller Williams Arizona Realty. He is a member of the International Institute for Luxury Home Marketing and has taken specialized training in the selling and marketing of upper-tier homes. He holds an MBA from George Washington University and rose through the ranks to senior management within Lucent Technologies with responsibilities for marketing and operations before taking early retirement in 1999 and starting his second career in real estate. Jeff has won numerous awards in real estate, is a Certified Luxury Homes Marketing Specialist, a member of the Millionaire Guild, has certification as a Graduate REALTOR® Institute, and ePRO. Daley is published in national publications, is an instructor for real estate and is a combat Veteran and a member of the Veteran of Foreign Wars.

He and his wife Jane have their business in Scottsdale, Arizona where they serve the entire Valley of the Sun area and specialize in International and [Scottsdale real estate](#). Jeff is also available as a media resource for interviews or articles.

For more information, contact Jeff Daley at Keller Williams Realty in Scottsdale, Arizona at 480-595-6412 or Jeff@LuxuryValleyHomes.com.

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