



The Institute for Luxury Home Marketing
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PRESS RELEASE

Beran & Steele Earn Luxury Marketing Designation

SMITH MOUNTAIN LAKE, VA - Deborah Beran, ABR, CRS, GRI, CLHMS and Dixie Steele, ABR, GRI, CLHMS with REMAX Lakefront Realty, Inc. have earned the prestigious Certified Luxury Home Marketing Specialist designation in recognition of their experience, knowledge and expertise in the luxury home market.

“Beran and Steele are examples of real estate professionals who have worked to develop market knowledge and the special skills necessary to provide exceptional service in the fine homes and estates marketplace,” said Institute President Laurie Moore-Moore, upon announcing Beran & Steele’s designation. “Affluent buyers and sellers can turn to sales professionals who have this designation and be confident that they have special expertise and experience in the luxury home marketplace,” she said.

“We are committed to providing outstanding service to our clients,” said Beran, “and the Certified Luxury Home Marketing Specialist designation is evidence of our ability to meet the needs of affluent buyers and sellers, My membership in The Institute for Luxury Home Marketing also provides me with marketing tools and networking capabilities that benefit our clients.”

Both Beran and Steele are award-winning real estate professionals who have gone through special training and met performance standards in the upper tier market. Beran has been in real estate since 1988 and Steele for more than a decade.

For current information on the upper tier market at Smith Mountain Lake contact Beran & Steele at 540-721-1488 or visit their website at www.smlluxuryhomes.com.