



CONTRA COSTA ASSOCIATION OF REALTORS®

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CONTRA COSTA ASSOCIATION OF REALTORS® APPOINTS FORMER REALTOR® NATHAN “NATE” ELLIS TO HEAD REVAMPED TRAINING AND EDUCATION PROGRAM

Expands Professional Education Services for REALTORS®

WALNUT CREEK, California, February 22, 2011—As directed by its strategic plan, the Contra Costa Association of REALTORS® is creating a new position focused on identifying and producing relevant training and education content for real estate professionals. After an extensive search and vetting process, former REALTOR® Nate Ellis has been hired as “Education and Training Coordinator,” responsible for the research, identification and original development of appropriate education curriculum.

The subject matter will span a broad gamut from practical training on MLS and related systems to continuing education subject matter taught by recruited specialists. In addition, the position will also be charged with creating and managing an awareness and outreach effort to inform the real estate community of CCAR supported education and training programs.

“This is an important position for CCAR going forward and reflects what our organization has identified as a key strategic goal,” says Fred Weston, President of Contra Costa Association of REALTORS®. “The real estate market has changed fundamentally, and one of the most important services we can provide is the education necessary for REALTORS® to survive and thrive in this new marketplace environment.”

Nate has broad experience in real estate, as well as in training and professional mentoring programs. He is well known in the community as a leader and technology advocate who specializes in technology enabling tools including social networking. He is a past Vice President of Contra Costa REALTORS® In Motion and is a past President of the Real Estate Marketing Association.

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“We knew it would take a very special combination of skills and vision to make this position live up to the ambitions we have for it,” declares Barbara Safran, President-Elect. “The successful candidate would have to understand the very special needs REALTORS® have in today’s marketplace. They would have to possess a natural gift for adapting to the individual needs of fellow professionals, they would have to move easily in the real estate community, and they would have to identify and develop classroom product that is relevant, useful and entertaining. Nate has shown us he’s the person for the job.”

Training and education have been a significant part of the CCAR mission for decades. Currently, over 80 professional continuing education classes and over 140 technical training sessions are conducted annually.

Nate says his philosophy is rooted in the belief that professional education curriculum is most effective when it’s perceived as appealing. “Training and education should simultaneously be informative, accessible, timely and fun. I look forward to providing the same quality classes that CCAR is known for but introducing new technologies, techniques and information that will help our Members grow their businesses. Our REALTOR® and Affiliate Members will soon learn to expect both a high quality educational product and one that is fun and appealing.”

About Contra Costa Association of REALTORS®

The Contra Costa Association of REALTORS® is one of the leading providers of technology based tools to REALTORS® in the nation. CCAR also conducts ongoing classes, training and seminars spanning a wide range of topics and information that are available to both REALTORS® and the public. CCAR is located at 1870 Olympic Blvd, Ste 200, Walnut Creek, CA 94596.

Please visit CCAR’s website at www.ccartoday.com for more information or call CCAR PR Strategist, Meghan Pariso at 925.295.9218.

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