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**Sterling Broker Achieves Exclusive Certification**

**DESTIN, Fla. – October 2009** – James Olin, Broker for Sterling Realty, has attained the exclusive Resort and Second Home Property Specialist (RSPS) certification by the National Association of REALTORS®. Olin is one of only 866 REALTORS® in the entire industry of 1.2 million REALTORS® who have achieved this elevated certification.

Introduced in January 2006, the Resort and Second-Home Property Specialist (RSPS) Certification is a nationally-recognized certification awarded by the National Association of REALTORS® to real estate professionals who wish to demonstrate and promote – to consumers and their peers alike – their expertise in this specialty.

“In our area, I felt the RSPS certification was necessary to offering the best service to both property owners and those would like to become owners,” Olin says. “It’s a matter of truly understanding their needs and how to best meet those needs in any market environment.” Olin has an extensive background in resort sales and rental management with Sterling Resorts along Northwest Florida’s gulf coast. He managed the merger of three of northwest Florida’s leading privately-owned resort development, resort management and real estate sales companies into one powerful regional company servicing all facets of the resort industry. Olin has also served as Managing Partner and CEO for Sterling Resorts LLC and Sterling Realty LLC. He was responsible for the growth of the rental management company with more than 3,000 units under contract for management over the next 3 years.

According to an NAR survey, more than 140,000 REALTORS® currently work in resort area and second home markets. Just about every market contains second-home properties, not just obvious resort areas. In addition to classic vacation homes, the niche also includes college housing and properties for investment purposes.

“The RSPS certification program is unlike any other professional certification or designation,” said Allan ‘Dutch’ Dechert, 2008 chair of the NAR Resort & Second-Home Committee and a RSPS. “It takes specialized skills and knowledge to maximize the business opportunities in resort and second-home markets. You need to be able to communicate your proficiency in this aspect

of real estate. RSPS Certification lets everyone know you're serious about lifestyle real estate.”

The program focuses on developing the knowledge and skill base that real estate professionals need to specialize in buying, selling, or managing second homes in a resort, recreational, and/or vacation destination and properties for investment, development, or retirement. REALTORS® or consumers interested in learning more about the program may log on to [www.Realtor.org/Resort](http://www.Realtor.org/Resort) or contact NAR Resort Specialties at 800/874-6500, Ext. 8393.

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**ABOUT STERLING RESORTS:**

Sterling Resorts is one of the Southeast United States' leading vacation rental management companies. Sterling's current portfolio includes more than 20 beautiful condominium resorts and luxurious vacation homes in Northwest Florida, Alabama and Mississippi. For reservations or more information, visit [www.SterlingResorts.com](http://www.SterlingResorts.com) or call 1-866-5RESORT.