

# Military Real Estate Professionals Offers PR Services Promoting Military Relocation Professionals (MRPs) In 50 States

*The Military Relocation Professional (MRP) Certification Is For Real Estate Professionals Who Want To Work With Current And Former Military Service Members*

NEW YORK, NEW YORK, USA, January 9, 2015 /EINPresswire.com/ -- Military Real Estate Professionals is an independent PR Company founded by Allison Sledge and Herbert Schwarz – [www.militaryrealestatepros.com](http://www.militaryrealestatepros.com).

“Herb and I have been friends forever,” says Allison. “We are both writers and editors, so we decided to do something creative together in the field of Journalism. Since both of us have regularly used Press Releases as a marketing tool, we decided that it would be great to be able to write, publish and distribute Press Releases for others in business.”

When the two began to conceptualize the direction they wanted the Company to take, they had no problem agreeing that they wanted to focus on businesses and individuals who were committed to helping the Military communities. “That was our number one goal,” Herb says. “We knew there were so many wonderful people out there who support our Military in so many ways, but we wanted to focus on an exclusive industry and clientele. When we discussed who we thought would be ‘ideal candidates’ for our services, we both said ‘Real Estate Agents’ at the same time!”

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*Herb Schwarz*

It made perfect sense, of course, because Military families move an average of once every three years, so it is vital that a Real Estate Agent understands the demands of the Military moving process, as well as the needs of the Military families when they have to relocate. According to Allison, “The interesting thing about what we were creating as our business

model during our research is that we didn’t even know about the Military Relocation Professional designation, or the MRP Certification, which had just recently been offered by the National



Association of Realtors. Can you imagine how excited Herb and I were to have discovered this? Needless to say, we knew right then and there that this was going to be our special niche.”

Herb says, “It’s actually a wonderful opportunity for Military Relocation Professionals, because not only do we write the Press Releases for them – which is based on a one-on-one interview with them – but we distribute their News Story (announcing their MRP status) via our newswire partners to Tier

1 Media outlets such as ABC, NBC, CBS and FOX News websites all across the country. This gets them on the top of the search engines and they surpass their competition instantly! Moreover, we also publish their releases on Military News feeds, Real Estate News, Social Media News, and so much more!”

And, they do it one client at a time. Allison created a program called their ‘50 STARS FOR 50 STATES’ campaign, where ONLY ONE Real Estate Agent with an MRP Certification could get on board and be the Superstar of his or her State! This makes it exclusive and adds value to their services.

“Of course we’re going to grow and expand,” says Allison. “Eventually our campaign is going to evolve into just ONE MRP per Military Base, all across the country. However, all of our clients, who are currently on board with us, will naturally be the ONLY Real Estate Agent to represent the installation areas they are now serving.”

Military Real Estate Professionals offers a lot more than just Press Releases to their clients. There are many Military and Veteran-owned websites that people don’t know about, so Team MRP makes sure to get them signed up for those sites as well. They also have a Facebook page, where they encourage their followers to engage and interact with one another in hopes that they can all help each other to help their Military customers.

“We’re the only Company doing this,” says Herb. “When we were researching the competition, we realized that we didn’t have any, which makes it that much better for us to be able to offer our clients something that no one else is offering.”

Once Military Real Estate Professionals has all 50 of their MRP Stars signed up, they plan to promote them as a team. It is just another way of thanking them and continuing to support them for taking the extra step of helping Military families find homes. Allison says, “Even though we are promoting our Real Estate Agents by announcing that they have earned their MRP Certification, it’s not just the Military who will be reading their Press Releases. The general public will be reading it as well, and we know that people love to support those who support our Military! Another cool thing about having a Press Release is that our clients can use it any way they want to in terms of their own marketing strategies. The sky is the limit, really, for the amount of people who can actually read their own wonderful stories, which is what our Releases are all about.”

Herb likes to remind people that a Press Release is not an advertisement. “Some people think a Press Release is an Ad, but it is not. It’s a newsworthy story that tells YOUR story, which is what people want to see on the Internet these days. This is not about putting it out there and expecting



your phone to ring off the hook every day. It's about being on the first page of Google in your City and State, when people who need your services are looking for you and will find you. It's all about content and credibility, and our services provide that to our clients. We want the best for each and every one of them, which is why we will never promote more than ONE MRP Real Estate Agent per Military Base."

For more information about Military real estate Professionals, please visit these websites:

<https://www.facebook.com/profile.php?id=100005364077752>

<http://mvarep.org/>

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