

Potential Property Group Broker Makes Commitment to Excellence

Weston, February 13, 2023 – Carolina Preciado, Broker Co-Founder of Potential Property Group and PPG Miami LLC , Weston, has earned the [Commitment to Excellence](#) Endorsement from the National Association of Realtors®. The Endorsement goes to Realtors® who have demonstrated knowledge and competency in 10 core areas of real estate practice.

1. Client service
2. Professional reputation
3. Real estate law
4. Realtor® Code of Ethics
5. Equal service to all (Article 10 of the Code)
6. Advocacy of real property ownership
7. Trust and integrity
8. Use of technology
9. Data privacy
10. Areas of practice

The C2EX Endorsement, available only to Realtors®, is earned through a self-directed program that enables real estate professionals to assess and build on their competency in each of the core areas. As a **broker-owner**, in addition to demonstrating competency in all 10 areas, **Preciado** was required to show a commitment to fostering an environment that promotes excellent customer service consistent with these standards.

“As Realtors®, we are only as strong as our cumulative value of our brand,” said NAR President Kenny Parcell. “NAR’s efforts to boost professionalism not only strengthen NAR and help our 1.5 million members better navigate the market, but they’re tremendously valuable to home buyers and sellers, as well.

“America is experiencing a roughly 6-million-unit housing shortage, pushing homeownership out of reach for too many families,” Parcell continued. “U.S. consumers count on Realtors® to help ensure real estate remains available, accessible, and affordable for them. And we’re so proud of NAR members like **Carolina Preciado** for solidifying the commitment to ensuring their clients and consumers everywhere can access their American dream of home and property ownership”

The National Association of Realtors® is America's largest trade association, representing over 1.5 million members involved in all aspects of the residential and commercial real estate industries.

Potential Property Group & PPG Miami LLC

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