



For Immediate Release

May 11, 2004

**LUKE OLSON, SELECTED BY
THE REALTORS® LAND INSTITUTE**

Luke Olson, Olson Properties, Inc., San Antonio, Texas, has been elected as an **Accredited Land Consultant (ALC)** member of the **REALTORS® Land Institute (RLI)**. The announcement was made by RLI, which is headquartered in Chicago, IL and is an affiliate of the NATIONAL ASSOCIATION OF REALTORS®. Luke Olson is also a member of the San Antonio Board of REALTORS® and the RLI Texas Chapter.

Luke Olson joins an elite group of land specialists who have attained an expert level of knowledge and experience. Recognized throughout North America as the pinnacle of achievement for land real estate specialists, the Accredited Land Consultant (ALC) designation is awarded to RLI members who meet rigorous knowledge and experience requirements.

A real estate professional with the Accredited Land Consultant (ALC) designation has studied the intricacies of land transactions and can help buyers and sellers alike make informed real estate decisions. For instance, compared to buying property with a building on it, purchasing a parcel of land might seem like a simple transaction. But buyers must weigh many complex issues, such as riparian rights, projected yield and income of farmable tracts and 1031 Tax Exchanges, all of which can present both opportunities and complications to any land purchase.

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2 / OLSON NAMED ALC

Accredited Land Consultants are members of the RLI Land Network, a business network of over 1,200 land specialists throughout North America. ALC designees may market their clients' properties online at RLILand.Net and in marketing sessions sponsored by local RLI Chapters or at RLI national meetings. ALC designees also belong to the NATIONAL ASSOCIATION OF REALTORS® and subscribe to the REALTORS® Code of Ethics as well as to RLI standards of conduct.

The REALTORS® Land Institute is an affiliate of the nearly 1,000,000 member National Association of REALTORS®. It is the only branch of the REALTOR® family of organizations focused on land brokerage transactions within five specialized types: (1) farms and ranches; (2) undeveloped tracts of land; (3) transitional and development land; (4) subdivision and wholesaling of lots; and (5) site selection and assemblage of land parcels. The Institute was organized in 1944, and has been dedicated ever since to improving the professional competence of its members in land brokerage, management and development.

For more information about the Institute, a Directory of Members, and its courses visit www.RLILand.com. For an online listing of land for sale, visit the RLI Land Network at www.RLILand.Net.

For more information contact the REALTORS® Land Institute at 800.441.5263, rli@realtors.org or **Luke Olson, ALC** at 210.828.1622, ext. 3, luke@olsonproperties.com.