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CONTACT: Jeannine Lemmon, SRES
616/956-7676
jeannine@patriot-realty.net

**JEANNINE LEMMON RECEIVES DESIGNATION OF
SENIORS REAL ESTATE SPECIALIST**

Grand Rapids, MI – September 29, 2003 – Jeannine Lemmon, a Realtor with Patriot Realty, has been awarded the designation of Seniors Real Estate Specialist (SRES) by the Senior Advantage Real Estate Council in Murphys, California.

The Senior Advantage Real Estate Council monitors issues and trends affecting the senior housing market and provides training to Realtors who make seniors an important focus of their business.

Seniors Real Estate Specialists assist people age 50 and older in buying and selling real estate. In earning the SRES designation, Ms. Lemmon has demonstrated that she has the requisite knowledge and experience to provide real estate counsel to seniors. As a SRES, Ms. Lemmon concentrates a significant portion of her real estate practice on serving this growing segment of the real estate market.

According to U.S. Census figures, the senior population—persons 65 years or older—numbered 35 million in the U.S. in 2000, the latest year for which data is available. They represent 12.4% of the population or about one in every eight Americans. In Kent County, the over-65 age group represents 10.4% of the population.

By 2030, there will be about 70 million seniors, more than twice their number in 2000, thanks to the post World War II baby Boom. And while the census bureau has not released figures specific to the 76 million Baby Boomers born between 1946 and 1964, it has been calculated that every 7 seconds, another boomer turns 50.

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“Serving the over-50 market has become a primary focus of Patriot Realty,” said Ms. Lemmon. “Whether it is empty-nesters buying a condo, Baby Boomers looking for a cottage, or retirees who want to down-size, we have found this to be a wonderful market. And it definitely is a market that will continue to grow. Our affiliation with the Senior Advantage Real Estate Council helps us serve our senior clients more effectively.”

Patriot Realty is a West Michigan residential real estate firm headquartered at 3737 Lake Eastbook Blvd. in Grand Rapids.

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