



Welcome

SRES

Seniors Real Estate Specialist®



NATIONAL ASSOCIATION OF REALTORS®

where the future takes shape



- In June 2007, the NAR established the SRES[®] Council, which confers the SRES[®] designation.
- SRES[®] stands for Seniors Real Estate Specialist.
- REALTORS[®] with the SRES[®] designation are specifically trained to serve the needs and interests of real estate buyers and sellers age 50+.
- SRES[®] Designees join an elite group of real estate professionals serving the 50+ market. Currently, there are over 16,000 designees.
- SRES[®] is the only “seniors real estate” designation recognized by NAR.



Various Generations

- **G.I. Generation**
 - Born 1901-1926
- **Silent Generation**
 - Born 1927-1945
- **Baby Boomers**
 - Born: 1945-1964
- **Gen X**
 - Born: 1965-1976
- **Gen Y, Echo Boomers, Millennials, Nexters**
 - Born 1977-1994





Welcome



- “As we age, we demand specialists in our health needs, so why not in our housing and equity needs as well?”



- Are you Looking to buy/sell but don't know where to turn?



- If you set the time aside to meet with an SRES[®] Designee, your concerns will be brought to the forefront and solutions will be met with the knowledge and patience you deserve.



Topics



- **Unique needs.**



- **Purchase, Sale, or Investment.**



- **Resources**





Unique needs.

As an SRES[®], my goals are to

- Learn of anyone who will be involved in the decision making
- Build trust and rapport
- Define your parameters
- Help you form realistic expectations
- Consider alternatives in some cases
- Learn your needs and goals, life stage, health and activity stage, and motives for buying/selling
- Find out how this purchase/sale fits into long-term plans
- Plan a strategy for finding the right property – or – plan a strategy for selling your property.





Unique needs.

Each individual has unique needs. I can help you because I have...

- ✓ a solid comprehension of federal laws for Housing for Older Persons Act (HOPA)
- ✓ sensitivity to 50+ issues and priorities
- ✓ the devotion to provide reputable services that win and sustain trusting client and customer relationships





Purchase, Sale, or Investment.

- ✓ Housing option: from communities that enable independent living to facilities that provide assistance and care
- ✓ Housing option: integrate the disposition of real property into your estate plans





Purchase, Sale, or Investment.

- ✓ Financial options: learn how pensions, 401k accounts, and IRAs can be used in the purchase of real estate
- ✓ Financial options: examine how additional sources of income—Medicare, Medicaid, and Social Security may impact your real estate decisions
- ✓ Financial options: look at all available financing methods, including reverse mortgages





Purchase, Sale, or Investment.

My Team of Experts.

- SRES[®] Designees are not qualified to give financial or legal advice. That is why I have assembled a team of experts to help serve you.
- My team will provide you with professional advice, council, and direct attention to your specific needs.





Purchase, Sale, or Investment.

Resources:

- Looking for a home can be frustrating at times. If you need additional information, I can provide you with relevant resources and answers to any of your real estate related questions.



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Purchase, Sale, or Investment.

Research:

- The research I have available will allow me to gain insight on senior marketing strategies; learn about local, state and national demographics; internet trends; geographic patterns; top selling points for seniors; and motivations for relocating.





Resources

Are you Undecided About Your Next Move?

- Part of my SRES® course was dedicated to understanding current market trends, recent research, and the pros and cons accumulated by National and Government programs in these areas of interest:
 - ✓ Active lifestyles
 - ✓ Independent Living
 - ✓ Assisted Living
 - ✓ Continuing care
 - ✓ Care Facilities
 - ✓ Age-restricted Communities





Resources

Personal Approach.

- A customized approach to your real estate needs is one of the many services I will offer to you.
- I have the knowledge and expertise to counsel you through major financial and lifestyle transitions involved in relocating, refinancing, or selling the family home.
- My team and I will offer you the opportunity to complete a real estate transaction with the patience, professionalism and expertise you deserve.



Welcome



Resources

- Looking for a dedicated real estate professional? One that will take the time and effort to complete a transaction that meets YOUR standards?



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Look no further.

- My knowledge and experience in the 50+ market will open up the door for a well-paced, successful real estate transaction.

